

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 23, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS	44.5	34,620	1	DALLAS	33.2	69,360
2	DUKES OF HAZZARD	30.6	23,810	2	DUKES OF HAZZARD	24.8	51,830
3	60 MINUTES	28.5	22,170	3	LOVE BOAT	19.9	41,630
4	LOVE BOAT	26.3	20,460	4	ABC SUNDAY NIGHT MOVIE	19.4	40,480
5	ABC SUNDAY NIGHT MOVIE	25.3	19,680	5	HAPPY DAYS	17.7	36,970
6	HAPPY DAYS	24.4	18,980	6	60 MINUTES	17.7	36,960
7	ALICE	24.2	18,830	7	ARCHIE BUNKER'S PLACE	16.7	34,780
8	M*A*S*H#	23.8	18,520	8	ONE DAY AT A TIME	16.6	34,640
9	THREE'S COMPANY	23.6	18,360	9	ALICE	16.5	34,510
10	JEFFERSONS	23.4	18,210	10	LAVERNE & SHIRLEY	16.2	33,880
11	ONE DAY AT A TIME	23.2	18,050	11	JEFFERSONS	15.6	32,540
12	ARCHIE BUNKER'S PLACE	23.1	17,970	12	LITTLE HOUSE-PRAIRIE	15.5	32,430
13	LAVERNE & SHIRLEY	23.0	17,890	13	INCREDIBLE HULK	15.5	32,320
14	LITTLE HOUSE-PRAIRIE	22.8	17,740	14	THREE'S COMPANY	15.5	32,290
15	NBC TUESDAY NIGHT MOVIE#	22.6	17,580	15	M*A*S*H#	15.4	32,180

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	40.3	32,830
2	DUKES OF HAZZARD	24.4	19,880
3	LOVE BOAT	22.6	18,460
4	ALICE	20.9	17,030
5	60 MINUTES	20.8	16,960
6	ABC SUNDAY NIGHT MOVIE	20.5	16,710
7	ARCHIE BUNKER'S PLACE	20.2	16,490
8	ONE DAY AT A TIME	20.2	16,440
9	M*A*S*H#	19.9	16,210
10	JEFFERSONS	19.9	16,200
11	LITTLE HOUSE-PRAIRIE	19.0	15,510
12	TRAPPER JOHN, M.D.#	18.8	15,330
13	KENNY ROGERS' AMERICA(S)	18.2	14,840
14	HAPPY DAYS	18.0	14,700
15	WALTONS#	17.8	14,500
16	THREE'S COMPANY	17.7	14,420

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	31.0	22,740
2	60 MINUTES	22.2	16,290
3	NFL FOOTBALL GAME 2-NBC#	20.9	15,310
4	DUKES OF HAZZARD	20.7	15,180
5	NFL MONDAY NIGHT FOOTBALL	20.2	14,830
6	ABC SUNDAY NIGHT MOVIE	19.1	14,010
7	THAT'S INCREDIBLE	16.8	12,310
8	ARCHIE BUNKER'S PLACE	16.2	11,920
9	NCAA FOOTBALL GAME 2	16.0	11,720
10	NBC TUESDAY NIGHT MOVIE#	15.9	11,670
11	NFL FOOTBALL GM 1-NBC	15.8	11,580
12	ONE DAY AT A TIME	15.7	11,500
13	BIG EVENT	15.6	11,460
14	CBS NFL FOOTBALL GAME 1	15.4	11,320
15	LOVE BOAT	15.4	11,290

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 23, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	40.3	20,470
2	DUKES OF HAZZARD	25.0	12,690
3	ABC SUNDAY NIGHT MOVIE	24.2	12,330
4	LOVE BOAT	21.2	10,770
5	M*A*S*H#	20.3	10,320
6	HAPPY DAYS	18.5	9,420
7	LAYERNE & SHIRLEY	18.2	9,240
8	KENNY ROGERS' AMERICA(S)	17.6	8,960
9	THREE'S COMPANY	17.6	8,940
10	SOAP	17.5	8,920
11	FANTASY ISLAND	17.5	8,900
12	HOUSE CALLS#	17.0	8,620
13	TRAPPER JOHN, M.D.#	16.7	8,500
14	BARNEY MILLER#	16.1	8,200
15	TAXI#	16.1	8,190
16	EIGHT IS ENOUGH	16.0	8,120

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	40.3	10,010
2	ALICE	32.2	8,000
3	60 MINUTES	31.3	7,760
4	ARCHIE BUNKER'S PLACE	30.6	7,580
5	WALTONS#	30.5	7,570
6	ONE DAY AT A TIME	29.3	7,260
7	JEFFERSONS	28.1	6,970
8	LITTLE HOUSE-PRAIRIE	25.7	6,370
9	LOVE BOAT	24.9	6,170
10	TRAPPER JOHN, M.D.#	24.4	6,050
11	DUKES OF HAZZARD	23.8	5,900
12	GEORGE BURNS IN NASHVILLE(S)	22.6	5,610
13	DIFF'RENT STROKES	21.6	5,370
14	REAL PEOPLE	21.2	5,250
15	FLO#	20.2	5,010
16	KENNY ROGERS' AMERICA(S)	19.7	4,880
17	BENSON	19.3	4,800

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	28.6	13,920
2	ABC SUNDAY NIGHT MOVIE	22.1	10,750
3	NFL FOOTBALL GAME 2-NBC#	20.4	9,910
4	NFL MONDAY NIGHT FOOTBALL	19.6	9,510
5	DUKES OF HAZZARD	19.0	9,240
6	60 MINUTES	17.0	8,240
7	BIG EVENT	16.3	7,930
8	NBC TUESDAY NIGHT MOVIE#	16.0	7,800
9	THAT'S INCREDIBLE	15.6	7,570
10	NFL FOOTBALL POST 2-NBC#	15.2	7,400
11	NFL FOOTBALL GM 1-NBC	15.2	7,370
12	CBS NFL FOOTBALL GAME 2#	14.9	7,250
13	TAXI#	14.3	6,940
14	LOVE BOAT	14.2	6,890
15	M*A*S*H#	13.9	6,770

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	36.7	7,090
2	60 MINUTES	33.4	6,460
3	ALICE	27.5	5,320
4	ARCHIE BUNKER'S PLACE	27.1	5,230
5	JEFFERSONS	25.5	4,920
6	DUKES OF HAZZARD	25.4	4,910
7	ONE DAY AT A TIME	25.3	4,890
8	REAL PEOPLE	24.1	4,650
9	NFL MONDAY NIGHT FOOTBALL	23.0	4,440
10	WALTONS#	21.9	4,230
11	GEORGE BURNS IN NASHVILLE(S)	21.0	4,050
12	NCAA FOOTBALL POST GAME#	20.7	4,000
12	NCAA FOOTBALL GAME 2	20.7	4,000
14	NFL FOOTBALL GAME 2-NBC#	20.5	3,970
15	DIFF'RENT STROKES	20.1	3,880
16	FACTS OF LIFE#	19.8	3,830

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
																TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11		
•EVENING																																	
ABC FRIDAY NIGHT MOVIE						4	192	196	A	13.0	20	1011	1819	691	311	802	311	493	464	400	225	653	240	421	402	339	183	164	66^	200	132		
FRI. 9.00P 120 ABC FF						99	99	B	14.3	23	1113	1862	712	325	810	341	539	469	380	208	637	261	438	408	313	156	233	108	182	132			
9.00 - 9.30								A	14.8	23	1151	1817	777	329	852	320	491	454	409	278	627	220	398	379	331	191	164	82^	174	112			
9.30 - 10.00								A	14.7	22	1144	1771	747	345	829	328	496	453	407	248	639	221	395	389	340	195	144	64^	159	97^			
10.00 - 10.30								A	12.0	18	934	1845	596	281	752	289	496	472	397	179	675	258	446	427	345	173	186	60^	232	160			
10.30 - 11.00								A	10.5	16	817	1841	588	273	734	287	475	479	385	171	676	269	455	427	340	166	176	58^	255	184			
ABC NEWSBRIEF-M-F						38	192	190	A	18.0	27	1400	1746	712	282	772	290	444	410	346	253	611	255	385	352	263	177	170	84	193	146		
1 M & F 8.58P						1	ABC	N	97	97	B	16.6	26	1291	1753	676	273	745	275	433	395	333	245	643	256	394	352	282	202	171	81	194	140
1 TU-TH 9.58P																																	
2 MON. 8.58P																																	
2 TU & W 9.58P																																	
2 THU. 8.28P																																	
2 FRI. 8.57P																																	
ABC NEWSBRIEF-SAT.						8	196	191	A	24.4	39	1898	2026	823	300	898	355	539	478	365	284	537	217	337	302	229	172	249	140	342	251		
SAT. 9.58P						1	ABC	N	98	98	B	21.9	37	1704	2024	785	309	866	342	530	453	358	271	574	238	356	305	235	178	240	138	344	265
ABC NEWSBRIEF-SUN.						8	183	196	A	17.7	25	1377	1974	711	315	801	341	480	444	342	227	640	298	454	391	284	148	214	115	319	213		
1 SUN. 7.58P						1	ABC	N	97	98	B	15.1	23	1175	2009	719	307	787	327	488	417	326	235	697	273	462	400	318	201	188	95	337	214
2 SUN. 8.58P																																	
ABC NFL FOOTBALL SPECIAL(S)								196	A	17.0	27	1323	1374	380	162^	383	136^	204	196	191	152^	808	322	478	432	346	271	116^	31^	67^	48^		
2 THU. 8.30P 177 ABC SE								98																									

8.30 - 9.00	A 14.3	22	1113	1460	435	173^	442	117^	190^	213	235	204^	787	296	470	403	348	272	118^	24^	113^	84^																					
9.00 - 9.30	A 15.8	24	1229	1328	334	155^	334	121^	160^	164^	162^	148^	763	300	406	393	303	279	125^	28^	106^	67^																					
9.30 - 10.00	A 16.9	25	1315	1322	332	149^	332	115^	160^	153^	159^	152^	794	305	449	422	333	280	130^	24^	66^	42^																					
10.00 - 10.30	A 18.4	28	1432	1370	377	170	377	135^	220	196	187	138^	825	329	504	460	371	258	122^	48^	46^	32^																					
10.30 - 11.00	A 18.2	29	1416	1335	389	162^	389	148^	226	199	190	142^	808	346	503	452	340	246	92^	31^	46^	37^																					
11.00 - 11.30	A 18.6	35	1447	1442	425	165	434	174	262	238	218	143^	859	350	522	456	375	290	112^	24^	37^	28^																					
ABC SUNDAY NIGHT MOVIE 8 199 201																						A 25.3	36	1968	2057	748	329	847	419	625	502	369	152	712	374	545	463	295	115	258	118	240	168
1 SUN.	8.00P	150	ABC	FF	99	99	B 20.7	31	1610	1945	752	342	833	389	598	483	366	173	683	319	490	428	300	140	235	107	194	141															
2 SUN.	9.00P	114					A 25.2	36	1961	2201	782	354	881	432	667	522	369	161	623	336	479	401	240	108^	326	172	371	264															
8.00 - 8.30							A 26.9	38	2093	2236	791	355	903	445	693	561	382	143	617	347	501	429	243	76^	354	177	362	266															
8.30 - 9.00							A 24.6	34	1914	2056	748	330	847	407	619	505	374	163	690	355	524	448	292	115	256	120	263	176															
9.00 - 9.30							A 25.1	35	1953	2059	744	327	844	414	622	505	372	154	729	371	558	479	317	120	252	114	234	160															
9.30 - 10.00							A 25.6	38	1992	1956	746	325	840	425	615	489	362	147	735	381	561	475	309	121	221	92	160	115															
10.00 - 10.30							A 24.8	38	1929	1904	683	290	777	407	545	414	339	135	915	500	689	560	354	150	136	31^	76^	60^															
10.30 - 11.00																																											
ABC WORLD NEWS TONIGHT 39 199 196																						A 13.0	22	1011	1627	701	232	789	191	322	309	379	413	623	173	298	320	315	252	80	41^	135	81
M-F	6.30P	30	ABC	N	99	98	B 11.9	22	926	1621	683	229	762	192	324	319	366	368	647	180	313	319	315	269	81	44^	131	79															
ABC WRLD NEWS TONIGHT-SUN 7 146 153																						A 7.9	13	615	1803	777	269	831	220	377	378	377	388	628	206	312	267	269	276	141^	53^	203	128^
SUN.	6.30P	30	ABC	N	82	83	B 7.4	13	576	1658	755	273	799	196	328	353	354	391	620	164	275	277	268	289	84	37	155	97															
ALICE 4 197 197																						A 24.2	34	1883	1833	823	272	904	235	413	394	407	425	568	128	236	251	268	282	125	57^	236	166
1 SUN.	9.00P	60	CBS	CS	99	99	B 25.6	36	1992	1825	827	278	901	243	436	420	405	399	571	139	252	257	270	268	136	70	217	156															
2 SUN.	9.00P	30																																									
9.00 - 9.30							A 24.5	34	1906	1800	808	281	891	232	410	382	407	421	547	115	220	236	260	297	137	58^	225	156															
9.30 - 10.00							A 23.8	34	1852	1882	845	249	922	241	414	417	401	429	608	154	269	279	279	292	97^	51^	255	186															
ARCHIE BUNKER'S PLACE 4 198 197																						A 23.1	33	1797	1935	801	301	917	236	416	383	426	422	661	143	288	317	348	290	121	53^	236	156
SUN.	8.00P	30	CBS	CS	99	99	B 24.2	35	1883	1898	840	288	930	239	436	419	425	416	642	148	285	305	321	291	135	67	191	136															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME WK # DAY START TIME DUR NET TYPE										T/C THIS SEASON PROG. #		NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2		HOUSEHOLD AUDIENCES K E Y AVG. AUD. % AVG. SHARE % AUD. (0,000)		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																																	
FACTS OF LIFE										1	200	A 19.9 31 1548	1941	782	317	844	264	499	487	431	299	565	126	277	291	309	247	331	154	201	163		
2 WED. 9.30P 30 NBC CS											98	B 19.9 31 1548	1941	782	317	844	264	499	487	431	299	565	126	277	291	309	247	331	154	201	163		
FANTASY ISLAND										5	199	201	A 21.2 36 1649	1919	761	303	850	347	539	469	365	245	591	246	403	340	257	163	200	104	278	216	
1 SAT. 10.00P 60 ABC A											98	99	B 21.4 38 1665	1882	753	316	847	365	551	463	354	239	574	250	380	318	237	160	200	108	261	205	
2 SAT. 8.00P 30																																	
8.00 - 8.30													A 16.1 27 1253	2052	753	265	815	308	515	476	367	236	600	212	392	365	314	181	170	105	467	338	
10.00 - 10.30													A 22.9 39 1782	1951	784	325	876	359	554	474	374	254	585	244	402	335	252	160	215	106	275	216	
10.30 - 11.00													A 22.2 39 1727	1828	734	293	830	343	528	459	355	238	588	258	404	332	239	157	198	105	212	173	
FLO										3	193		A 17.8 25 1385	1636	719	204	795	193	352	350	411	361	436	92	205	229	255	172	172	59	233	145	
2 MON. 8.00P 30 CBS CS											99		B 19.6 29 1525	1791	721	236	808	229	414	393	387	326	507	142	265	267	249	195	172	92	304	193	
FROM RAQUEL WITH LOVE(S)											202		A 17.1 24 1330	1942	665	293	781	317	493	418	378	227	582	229	378	327	268	176	249	111	330	258	
2 SUN. 8.00P 60 ABC GV											99		A 17.4 25 1354	1969	667	282	787	317	506	427	382	226	589	231	386	323	271	185	249	103	344	267	
8.00 - 8.30													A 16.9 24 1315	1891	653	297	762	310	474	401	374	225	571	223	367	325	263	168	248	120	310	245	
8.30 - 9.00																																	
GAMES PEOPLE PLAY(S)										199			A 11.1 19 864	1841	722	354	792	172	398	412	443	333	594	154	248	274	334	283	109	35	346	204	
1 SAT. 8.00P 60 NBC PV											98		A 10.4 18 809	1799	714	347	786	169	388	407	444	336	569	162	241	273	320	263	67	33	377	223	
8.00 - 8.30													A 11.7 19 910	1890	734	362	804	174	407	421	448	333	620	152	256	276	345	304	143	36	323	190	
8.30 - 9.00																																	
GEORGE BURNS IN NASHVILLE(S)										207			A 17.7 30 1377	1691	808	271	849	176	371	339	403	407	667	133	321	333	409	294	126	51	49	21	
1 THU. 10.00P 60 NBC GV										99			A 17.4 28 1354	1688	786	253	844	197	385	336	404	385	648	138	300	321	380	294	141	58	55	25	
10.00 - 10.30													A 18.0 32 1400	1684	827	286	851	154	354	340	400	428	682	128	337	343	433	293	111	44	40	16	
10.30 - 11.00																																	
GNOMES(S)										192			A 15.4 23 1198	2066	675	237	701	306	436	387	265	194	486	228	366	304	190	89	202	89	677	369	
1 TUE. 8.00P 60 CBS EA											99		A 15.6 23 1214	2081	706	236	724	300	443	395	285	206	504	229	377	310	204	94	198	88	655	349	
8.00 - 8.30													A 15.1 22 1175	2055	642	238	678	316	436	382	241	179	465	222	352	296	179	85	208	89	704	392	
8.30 - 9.00																																	
HAPPY DAYS										2	208	208	A 24.4 36 1898	1948	696	293	773	321	496	417	318	234	532	222	339	299	235	150	231	104	412	299	
TUE. 8.00P 30 ABC CS											99	99	B 24.4 36 1898	1948	696	293	773	321	496	417	318	234	532	222	339	299	235	150	231	104	412	299	
HART TO HART										2	205	204	A 20.3 33 1579	1659	763	284	823	300	484	456	375	253	594	242	363	332	272	183	170	112	72	68	
TUE. 10.00P 60 ABC PD											99	99	B 20.3 33 1579	1659	763	284	823	300	484	456	375	253	594	242	363	332	272	183	170	112	72	68	
10.00 - 10.30													A 20.5 32 1595	1652	761	296	814	300	487	459	376	241	580	240	359	330	262	174	171	113	87	80	
10.30 - 11.00													A 20.1 33 1564	1660	760	268	825	297	478	449	373	263	610	246	369	335	281	193	171	112	54	53	
HOUSE CALLS										1	195		A 20.4 29 1587	1589	756	337	858	357	543	502	375	242	518	223	313	305	206	160	110	74	103	58	
2 MON. 9.30P 30 CBS CS											98		B 20.4 29 1587	1589	756	337	858	357	543	502	375	242	518	223	313	305	206	160	110	74	103	58	
I'M A BIG GIRL NOW										4	199	198	A 17.7 28 1377	1776	781	267	847	270	419	404	391	341	540	181	309	302	258	183	155	89	234	168	
FRI. 8.30P 30 ABC CS											99	99	B 17.1 28 1330	1715	759	292	841	259	422	417	402	328	514	166	283	270	242	188	151	91	209	145	
INCREDIBLE HULK										3	201	199	A 19.9 32 1548	2088	658	297	739	282	472	432	342	215	664	238	399	355	315	215	174	84	511	317	
FRI. 8.00P 60 CBS SF											99	99	B 19.4 32 1509	2097	651	279	734	273	464	423	338	222	654	220	387	365	316	214	175	86	534	339	
8.00 - 8.30													A 18.2 30 1416	2078	650	292	740	289	470	426	339	218	659	237	395	345	314	216	158	77	521	315	
8.30 - 9.00													A 21.6 34 1680	2092	661	298	737	275	473	438	347	209	665	241	402	360	316	213	186	90	504	317	
IT'S A LIVING										3	200		A 19.9 31 1548	1707	763	273	823	316	481	464	379	246	488	189	299	251	209	153	212	96	184	145	
1 THU. 9.30P 30 ABC CS											99		B 17.8 28 1385	1615	703	266	772	294	467	439	352	232	544	212	338	286	231	176	157	76	142	108	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORKING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	WOMEN			MEN			TOTAL		FEM.		TOTAL		6-11						
																	18-49	25-54	35-64	55+		18-49	25-54	35-64	55+										
EVENING CONT'D																																			
JEFFERSONS										4	193	194	A	23.4	35	1821	1787	789	318	890	234	434	412	413	383	602	168	282	277	268	270	151	81	144	107
1	SUN.	10.00P	60	CBS	CS		99	99	B	25.2	37	1961	1783	824	309	909	255	469	448	422	367	592	168	284	275	269	258	145	81	137	106				
2	SUN.	9.30 - 10.00	30						A	26.1	36	2031	1793	832	353	912	229	473	421	454	396	545	131	249	253	267	242	191	96	145	100				
		10.00 - 10.30							A	21.5	32	1673	1807	772	277	885	226	403	403	394	397	645	192	298	282	271	298	120	71	157	113				
		10.30 - 11.00							A	22.6	38	1758	1758	750	316	865	246	415	413	382	353	628	190	302	297	264	276	134	76	131	107				
KENNY ROGERS' AMERICA(S)										195			A	21.6	33	1680	1815	778	303	884	294	534	467	412	290	554	183	340	365	291	162	160	80	217	130
2	THU.	9.00P	60	CBS	PC			99	A	21.7	33	1688	1850	799	303	899	291	540	470	420	305	559	185	337	370	294	158	169	78	223	135				
		9.00 - 9.30							A	21.6	33	1680	1768	747	300	859	295	521	460	399	272	543	179	338	358	285	163	156	84	210	125				
		9.30 - 10.00																																	
KNOTS LANDING										1	192		A	17.2	28	1338	1643	749	319	822	290	474	440	368	268	546	196	322	311	258	171	136	56	139	95
2	THU.	10.00P	60	CBS	GD			99	B	17.2	28	1338	1643	749	319	822	290	474	440	368	268	546	196	322	311	258	171	136	56	139	95				
		10.00 - 10.30							A	17.1	27	1330	1647	750	310	822	287	471	437	369	273	544	204	321	303	251	172	132	58	149	102				
		10.30 - 11.00							A	17.3	29	1346	1629	747	326	819	290	475	443	369	261	544	184	323	316	266	169	139	53	127	86				
LADIES' MAN										4	182	187	A	15.1	23	1175	1502	702	182	749	241	384	377	347	281	453	181	281	265	211	133	153	79	147	103
2	MON.	10.30P	30	CBS	CS		99	99	B	18.2	27	1416	1760	734	237	813	261	451	415	378	294	516	181	303	288	245	168	189	106	242	158				
		8.30P	30																																
LAVERNE & SHIRLEY										29	204	207	A	23.0	33	1789	1894	716	292	800	322	518	445	341	233	496	193	303	273	216	151	206	108	392	272
	TUE.	8.30P	30	ABC	CS		99	99	B	17.5	30	1362																							
LITTLE HOUSE-PAIRIE										9	213	216	A	22.8	33	1774	1828	777	281	874	302	446	386	349	358	484	148	241	232	225	206	174	112	296	173
	MON.	8.00P	60	NBC	GD		99	99	B	21.9	33	1704	1879	794	274	884	312	465	409	342	356	507	161	257	235	220	220	171	109	317	202				
		8.00 - 8.30							A	21.5	31	1673	1802	779	270	873	291	433	370	349	375	474	144	225	216	212	215	164	110	291	169				
		8.30 - 9.00							A	24.1	34	1875	1844	776	292	874	310	455	398	350	345	493	153	257	248	235	198	179	113	298	177				
LOU GRANT										5	191		A	19.5	31	1517	1465	761	311	829	324	520	521	379	231	514	189	292	292	245	172	103	49	19	5
2	MON.	10.00P	60	CBS	GD			99	B	16.9	28	1315	1482	780	299	847	363	554	502	350	231	491	208	301	280	216	144	106	60	38	19				
		10.00 - 10.30							A	19.1	29	1486	1464	766	316	836	326	527	521	378	233	503	181	283	284	243	175	101	49	24	10				
		10.30 - 11.00							A	19.9	33	1548	1457	751	301	817	319	511	518	378	227	525	196	298	297	247	174	104	49	11	LT				
LOVE BOAT										5	203	200	A	26.3	43	2046	2035	810	289	904	359	528	452	350	303	553	215	337	301	238	185	210	114	368	260
1	SAT.	8.00P	120	ABC	CS		99	99	B	25.6	42	1992	1996	766	296	861	332	507	443	353	284	567	234	358	298	235	175	207	116	361	267				
2	SAT.	8.30P	90																																
		8.00 - 8.30							A	23.4	40	1821	1964	818	286	900	346	509	447	343	319	585	224	344	316	249	200	167	79	312	204				
		8.30 - 9.00							A	25.5	41	1984	2066	807	284	903	368	525	452	345	300	570	216	349	310	253	190	195	104	398	274				
		9.00 - 9.30							A	27.3	44	2124	2057	806	285	907	360	531	455	352	302	527	204	321	290	228	177	229	124	394	285				
		9.30 - 10.00							A	27.4	43	2132	2028	815	299	907	355	536	459	361	298	546	219	339	298	231	181	231	132	344	251				
M*A*S*H(B)										196			A	16.5	30	1284	1584	685	303	728	374	527	459	281	147	570	317	445	355	213	90	182	61	104	104
1	THU.	10.30P	30	CBS	CS		99																												
M*A*S*H										1	196		A	23.8	33	1852	1738	792	359	876	360	556	484	391	244	568	261	365	349	222	153	183	105	111	59
2	MON.	9.00P	30	CBS	CS			99	B	23.8	33	1852	1738	792	359	876	360	556	484	391	244	568	261	365	349	222	153	183	105	111	59				
MORK & MINDY										2	201	196	A	19.6	30	1525	1953	675	281	711	299	484	412	318	166	565	252	377	326	238	143	258	147	419	304
1	THU.	8.00P	60	ABC	CS		99	98	B	19.6	30	1525	1953	675	281	711	299	484	412	318	166	565	252	377	326	238	143	258	147	419	304				
2	THU.	8.00P	30																																
		8.00 - 8.30							A	18.1	28	1408	1920	674	291	701	292	469	411	311	171	589	273	397	343	240	146	250	131	380	274				
		8.30 - 9.00							A	22.7	35	1766	1999	666	264	720	304	504	416	328	156	520	216	340	298	238	134	278	176	481	351				
NBC FRIDAY NIGHT MOVIE										4	199		A	14.1	22	1097	1638	649	300	688	287	410	356	293	216	760	297	477	422	345	236	123	43	67	44
CONT'D																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18- 34	WOMEN 18- 25- 49 54		35- 64	55+	TOTAL	18- 34	MEN 18- 25- 49 54		35- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
NBC FRIDAY NIGHT M-CONT'D																															
1	FRI.	9.00P	120	NBC	FF		99		B	12.6	21	980	1804	718	260	768	223	418	394	367	288	695	244	401	397	332	227	136	44	205	137
		9.00 - 9.30							A	14.0	22	1089	1681	666	254	701	242	362	351	325	252	757	296	458	382	328	247	101^	44v	122^	72^
		9.30 - 10.00							A	14.6	22	1136	1678	685	313	721	295	419	382	300	223	750	292	466	388	325	250	112^	41v	95^	50v
		10.00 - 10.30							A	13.8	21	1074	1583	627	328	669	305	429	348	277	199^	754	284	469	440	357	235	137^	45v	23v	23v
		10.30 - 11.00							A	13.8	22	1074	1615	623	308	665	307	431	340	273	194^	785	318	520	486	370	213^	138^	41v	27v	27v
NBC MAGAZINE																															
2	FRI.	10.00P	60	NBC	DN			194	A	4.6	7	358	1360	598^	254^	645^	112v	327^	419^	457^	226^	661	89v	419^	419^	410^	242^	42v	LT	LT	LT
		10.00 - 10.30						98	B	7.9	14	615	1529	688	224	731	159	350	355	398	318	653	155	346	361	365	249	81	17	64	53
		10.30 - 11.00							A	4.7	7	366	1396	585^	238^	631^	118v	327^	412^	448^	219^	702	114v	469^	469^	443^	233^	44v	LT	19v	LT
									A	4.5	6	350	1297	603^	266^	649^	103v	320^	417^	463^	232^	612^	64v	361^	361^	371^	251^	36v	LT	LT	LT
NBC MONDAY NIGHT MOVIES																															
MON.		9.00P	120	NBC	FF		99	99	A	19.9	30	1548	1703	759	295	860	301	501	432	392	283	472	141	262	246	247	178	205	142	166	134
		9.00 - 9.30							B	21.1	32	1642	1713	774	314	872	319	505	462	395	283	579	204	356	320	281	190	134	74	128	90
		9.30 - 10.00							A	20.6	29	1603	1754	749	290	863	300	475	414	386	309	480	136	261	252	264	186	206	139	205	150
		10.00 - 10.30							A	19.7	29	1533	1725	753	304	873	305	511	429	399	285	481	138	264	252	259	184	204	142	167	134
		10.30 - 11.00							A	19.2	29	1494	1661	778	296	869	317	530	448	394	266	444	126	241	229	230	173	201	135	147	124
									A	20.0	33	1556	1665	760	290	835	283	492	444	392	264	483	168	283	250	233	167	203	145	144	124
NBC NEWS UPDATE-M-F																															
1	M-F	8.58P	1	NBC	N		184	183	A	17.7	26	1377	1886	754	302	817	261	453	417	396	294	616	179	330	317	313	235	176	68	277	179
1	TUE.	8.57P	1				95	95	B	18.6	29	1447	1809	727	252	787	248	414	385	358	306	620	188	327	320	300	240	147	64	255	166
1	THU.	9.06P	1																												
2	WTH	8.58P	1																												
NBC NEWS UPDATE-SAT.																															
1	SAT.	8.58P	1	NBC	N		175	169	A	12.6	20	980	2068	731	302	780	195	424	397	426	288	751	226	391	384	407	267	221	50^	316	217
2	SAT.	9.03P	1				94	94	B	12.2	21	949	1881	769	262	811	207	384	374	378	358	717	213	356	348	350	296	128	38	225	133
NBC NEWS UPDATE-SUN.																															
SUN.		9.01P	1	NBC	N		182	186	A	16.4	23	1276	2001	743	355	792	320	512	452	360	210	896	334	610	534	478	224	195	83^	118	92^
							95	95	B	18.9	27	1470	2015	735	328	800	296	502	461	389	226	796	298	509	447	395	226	168	73	251	167
NBC NIGHTLY NEWS-SAT.																															
SAT.		6.30P	30	NBC	N		143	143	A	9.8	18	762	1774	760	232	798	163	308	295	372	431	815	178	329	330	385	403	82^	54^	79^	60^
							84	84	B	9.5	18	739	1737	744	203	806	177	320	293	344	417	737	148	304	325	351	363	68	37	126	71
NBC NIGHTLY NEWS-SUN.																															
2	SUN.	6.30P	30	NBC	N		126		A	10.5	17	817	1684	716	221^	724	62v	241^	384	455	340	791	200^	369	351	386	326	43v	9v	126^	67v
							78		B	8.4	15	654	1710	736	205	787	144	315	379	429	368	753	202	340	356	374	327	41	12	129	73
NBC NIGHTLY NEWS																															
M-F		6.30P	30	NBC	N		207	207	A	14.1	24	1097	1582	665	198	727	137	280	283	347	394	652	166	286	276	291	322	60	23^	143	107
							99	99	B	12.8	24	996	1591	705	231	759	165	307	302	344	393	657	173	300	294	291	309	55	26	120	79
NBC SATURDAY NIGHT MOVIES																															
1	SAT.	9.00P	120	NBC	FF	99	200	185	A	15.0	25	1167	1951	666	284	724	242	453	439	387	197	800	293	521	484	390	220	166	43^	261	163
2	SAT.	8.00P	120				99	98	B	13.9	25	1081	1912	763	258	824	239	449	436	401	293	750	234	423	415	375	258	132	41	206	126
		8.00 - 8.30							A	14.3	24	1113	1906	582	238	619	194^	387	360	355	162^	806	280	509	475	402	221	188^	31v	293	173^
		8.30 - 9.00							A	15.2	24	1183	1948	603	213	623	196^	374	352	345	191^	783	249	479	461	417	228	217	32v	325	190^
		9.00 - 9.30							A	14.2	23	1105	2031	670	270	733	246	449	412	380	217	829	295	522	475	396	246	181	51^	288	182
		9.30 - 10.00							A	15.1	24	1175	2014	673	276	737	246	463	435	392	209	809	300	526	479	387	227	178	55^	290	187
		10.00 - 10.30							A	15.2	26	1183	1831	709	343	779	266	504	542	421	178^	782	308	542	498	373	203	113^	44v	157^	97^
		10.30 - 11.00							A	16.5	29	1284	1841	726	362	797	278	521	534	423	192	769	307	543	509	377	189	106^	34v	169^	114^
NBC THURSDAY NIGHT MOVIES																															
1	THU.	8.00P	120	NBC	FF	99	200	202	A	20.1	31	1564	1744	789	263	832	274	501	439	408	269	656	225	373	354	302	231	126	72^	130	99
							99	99	B	20.1	33	1564	1770	740	270	798	302	501	435	374	232	669	251	426	395	327	188	171	77	132	93
CONT'D																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										J/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
LATE FRINGE CONT'D																																	
CHARLIE'S ANGELS-1-CONT'D																																	
2	THU.	12.42A	67																														
		12.00 - 12.30							A	5.2	21	405	1254	578^304^	632 231^	351^271^	286^234^	544^ 87v	203^167^	338^304^	78v 78v	LT	LT										
		12.30 - 1.00							A	5.0	27	389	1396	584^219^	618 178^	273^306^	315^224^	656 134v	296^214^	380^308^	122v 74v	LT	LT										
		1.00 - 1.30							A	2.8	18	218	1211	473^ LT	473^ 91v	188v298^	382^ 84v	738^380^	454^623^	243v115v	LT LT	LT	LT										
FRIDAYS																																	
1	FRI.	11.30P	71	ABC	GV		7	176	179																								
2	FRI.	12.00M	70						B	6.6	21	513	1275	439 135^	464 261	345 305	202^ 50v	629 309	478 431	266 84^	124^ 62^	58v 43v											
		11.30 - 12.00							A	8.1	21	630	1421	590 207^	603 259^	443 451	344^ 81v	572 239^	395 338^	252^123^	148^ 90v	98^ 75v											
		12.00 - 12.30							A	6.7	21	521	1328	401 140^	427 261	324 279	166^ 43v	669 324	527 472	292 80^	166^ 71^	66^ 46v											
		12.30 - 1.00							A	6.1	24	475	1080	350^ 23v	394^272^	272^197^	122v 23v	686 408^	528 484^	255^ 63v	LT LT	LT	LT										
LATE MOVIE I																																	
M & TU		11.30P	72	CBS	FF		38	158	159																								
1	WED.	11.30P	66						B	5.7	21	443	1300	618 253	697 259	450 412	364 168	511 209	343 308	259 133	72 33	20 16											
1	THU.	11.30P	65																														
1	FRI.	11.30P	68																														
2	WED.	11.30P	80																														
2	THU.	11.30P	67																														
2	FRI.	11.30P	75																														
		11.30 - 12.00							A	6.9	19	537	1359	658 296	749 309	465 408	348 195	479 161	284 270	257 154	95^ 49^	36^ 23v											
		12.00 - 12.30							A	6.0	22	467	1308	634 255	700 284	471 384	341 168	484 202	326 286	242 123^	111^ 58^	13v LT											
		12.30 - 1.00							A	4.4	24	342	1213	447^ 21v	573^184^	471^346^	339^102v	482^219^	336^336^	196^146v	158v 38v	LT	LT										
LATE MOVIE II																																	
1	MON.	12.42A	41	CBS	FF		31	156	159																								
1	TUE.	12.42A	45						B	3.8	23	296	1300	617 247	651 273	452 339	308 150^	539 242	398 308	257 114^	110^ 58^	LT	LT										
1	WED.	12.45A	38																														
1	THU.	12.45A	39																														
1	FRI.	12.45A	43																														
2	MON.	12.42A	40																														
2	TUE.	12.42A	42																														
2	WED.	12.50A	46																														
2	THU.	12.45A	36																														
2	FRI.	12.45A	39																														
		1.00 - 1.30							A	4.2	26	327	1294	603 244	649 269	453 339	308 151^	544 251	406 314	250 111^	101^ 52^	LT	LT										
LOVE BOAT-11.30																																	
1	WED.	12.05A	77	ABC	CS		7	174	174																								
2	WED.	11.50P	69						B	4.7	23	366	1182	540 165	585 220	341 298	276 164	445 204	273 181	192 154	142 35	LT	LT										
		12.00 - 12.30							A	5.4	22	420	1193	417 174^	480 201^	358 222^	214^122^	449 237^	287^160^	128^162^	255^ 11v	LT	LT										
		12.30 - 1.00							A	4.5	24	350	1037	271^ 95^	351 222^	255^112^	67v 96^	497 240^	306^174^	163^191^	180^ LT	LT	LT										
		1.00 - 1.30							A	4.0	24	311	949	231^122v	337^280^	280^174v	LT 57v	450^144v	312^168v	242^138v	136v LT	26v 26v											
MIDNIGHT SPECIAL																																	
FRI.		12.30A	90	NBC	PC		8	192	191																								
		12.30 - 1.00							B	3.6	19	280	939	316 121	337 153	226 202	145 79	460 228^	357^283^	184^103v	110v 30v	LT	LT										
		1.00 - 1.30							A	4.1	16	319	1060	523 235^	530 88v	282^314^	301^191^	395 157^	260^250^	165^135^	135^ 22v	LT	LT										
		1.30 - 2.00							A	3.5	17	272	1272	448 155^	448 206^	319^239^	133^129^	651 412^	562 433^	191^ 89v	173^ 55v	LT	LT										
									A	3.0	19	233	455^	163^ 48v	163^ LT	47v 47v	47v116v	292^ 95v	224^129v	180^ 68v	LT LT	LT	LT										
NBC LATE NIGHT MOVIE																																	
1	SUN.	11.30P	125	NBC	FF		3	79	81																								
		CONT'D							B	1.9	9	148	804	381^105v	381^190^	270^215^	179v 80v	417^233^	300^270^	135v 98v	LT LT	LT	LT										

29

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
LATE FRINGE CONT'D																																
NBC LATE NIGHT MOV-CONT'D																																
2 SUN. 11.30P 126																																
		11.30 - 12.00							A	2.3	7	179	1184	581^207^	581^196^	369^296^	346^146^						581^212^	351^368^	307^168^			LT	LT	LT	LT	
		12.00 - 12.30							A	2.2	10	171	1094	585^147^	585^345^	439^286^	222^100^						509^293^	380^292^	163^111^			LT	LT	LT	LT	
		12.30 - 1.00							A	2.1	12	163	485^	147^ LT	147^ 80^	98^ 98^	67^ 49^						338^271^	271^234^	36^ 67^			LT	LT	LT	LT	
		1.00 - 1.30							A	2.0	15	156	LT	LT LT	LT LT	LT LT	LT LT						LT LT	LT LT	LT LT			LT	LT	LT	LT	
POLICE WOMAN-WED.																																
		1 WED. 1.22A	31	ABC	OP		91	93	A	3.0	23	233	940	250^ 52^	297^202^	202^ 82^	43^ 95^						519 223^	370^271^	271^149^			115^ LT	LT	LT	LT	
		2 WED. 12.59A	49						B	3.1	23	241	1085	412 119	464 264	299 153	147 141						488 211	335 243	231 153			118 29	LT	LT	LT	LT
		1.00 - 1.30							A	2.9	21	226	1093	332^ LT	332^199^	199^ LT	53^133^						576^311^	390^310^	194^186^			185^ LT	LT	LT	LT	
		1.30 - 2.00							A	3.0	24	233	888^	236^125^	356^330^	330^210^	26^ 26^						399^107^	309^202^	292^ 90^			116^ LT	LT	LT	LT	
POLICE WOMAN-THU.																																
		1 THU. 12.58A	45	ABC	OP		93		A	3.0	21	233	906^	265^ 73^	270^116^	120^125^	151^141^						549^ 72^	257^263^	468^214^			87^ LT	LT	LT	LT	
		1.00 - 1.30							B	3.0	22	233	1042	477 145	497 229	258 148	214 200						500 138	259 235	280 192			45 23	LT	LT	LT	LT
									A	3.1	21	241	838^	221^ 50^	221^ 83^	83^ 83^	138^138^						539^ 79^	253^257^	460^203^			78^ LT	LT	LT	LT	
SATURDAY NIGHT																																
		1 SAT. 11.30P	78	NBC	GV		99	99	A	10.6	31	825	1536	542 277	641 337	509 430	270 94^						658 397	538 439	228 76^			201 106^	36^ 35^	41 38		
		2 SAT. 11.30P	79						B	10.5	32	817	1591	558 257	642 343	482 371	237 116						659 401	540 434	226 75			249 133				
		11.30 - 12.00							A	11.9	30	926	1634	580 316	698 361	550 457	292 107^						693 430	560 452	228 92^			198 102^	45^ 44^			
		12.00 - 12.30							A	10.2	31	794	1539	549 270	633 325	508 439	285 88^						653 384	533 442	237 66^			215 122^	38^ 38^			
TOMORROW SHOW-1																																
			31				188	190	A	4.0	21	311	1170	488 211	572 235	318 309	241 179^						496 252	374 331	182^ 97^			102^ 51^	LT	LT		
M-TH 12.30A 30 NBC CC 98 98																																
									B	3.7	20	288	1166	541 205	606 177	298 318	298 229						496 195	321 280	216 147			61 21	LT	LT		
TOMORROW SHOW-2																																
		1 MTJTH 1.00A	56	NBC	CC		98	98	A	2.7	20	210	1057	429 166^	514 200^	281 299	238^157^						524 229^	390 390	233^ 86^			LT	LT	LT	LT	
		1 WED. 1.00A	57						B	2.4	19	187	1019	459 165	528 137	264 289	274 196						467 197	328 301	195 115			LT	LT	LT	LT	
		2 M & TJ 1.00A	57																													
		2 W & Th 1.00A	56																													
		1.00 - 1.30							A	3.1	21	241	1100	436 174^	527 212^	299 315	245 158^						540 253	412 386	225^ 88^			33^ LT	LT	LT	LT	
		1.30 - 2.00							A	2.2	19	171	1058	432 169^	520 187^	275^293^	245^163^						532 199^	385 421	269^ 87^			LT	LT	LT	LT	
TONIGHT SHOW																																
		M-F 11.30P	60	NBC	GV		99	99	A	7.8	25	607	1282	584 218	622 200	310 299	287 244						548 237	346 319	228 155			98 39^	14^ 11^			
		11.30 - 12.00							B	7.0	24	545	1308	598 226	641 200	336 328	314 237						574 226	357 316	265 171			80 28	13 LT			
		12.00 - 12.30							A	8.7	24	677	1270	594 211	622 190	298 301	297 252						544 230	334 304	228 163			88 34^	16^ 13^			
									A	7.0	26	545	1264	556 214	607 208	317 288	267 229						544 244	360 333	222 139			103^ 42^	10^ 10^			
TUESDAY MOVIE-WEEK-PART 1																																
		1 TUE. 11.58P	71	ABC	FF		94	94	A	4.7	22	366	880	312^137^	358 88^	229^210^	202^107^						484 169^	334 337	274^147^			38^ LT	LT	LT	LT	
		2 TUE. 11.50P	71						B	4.2	19	327	912	350 142	383 126	248 195	197 114						494 174	336 310	257 132			33 LT	LT	LT	LT	
		12.00 - 12.30							A	4.9	20	381	874	323 134^	360 87^	236^210^	205^108^						499 171^	354 354	275^145^			15^ LT	LT	LT	LT	
		12.30 - 1.00							A	4.5	25	350	826	264^126^	318^ 74^	209^177^	180^ 98^						471 171^	339^339^	268^132^			37^ LT	LT	LT	LT	
TUESDAY MOVIE-WEEK-PART 2																																
		1 TUE. 1.09A	19	ABC	FF		94	94	A	4.1	29	319	809	226^109^	257^ 66^	173^122^	135^ 84^						514 229^	373^364^	269^141^			38^ LT	LT	LT	LT	
		2 TUE. 1.01A	22						B	3.5	25	272	695	239 104	260 71	171 120	138 89						411 163	290 294	219 111			24 LT	LT	LT	LT	
WEEKDAY DAYTIME																																
		ABC AFTERSCHOOL SPECIAL(S)					195		A	9.3	25	724	1472	446 168^	518 252^	329 219^	202^141^						409 237^	278^178^	112^110^			276^218^	269^ 231^			
		1 WED. 4.30P	60	ABC	FV		98																									
		4.30 - 5.00							A	8.6	24	669	1420	484 147^	548 264^	338^199^	215^162^						344^173^	209^132^	111^118^			262^195^	266^ 222^			
		5.00 - 5.30							A	10.0	25	778	1501	411 183^	488 240^	317 232^	186^125^						459 289^	334 217^	111^101^			283^236^	271^ 237^			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	WOMEN 18-49			25-54	35-64	55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																																	
ABC DAYTIME NEWSBRIEF-M F						40	174	174	A	8.3	30	646	1333	846	247	943	482	691	582	350	181	177	91	144	109	73	32	116	104	97	33		
1 M-TH 1.57P 2 ABC N						93	93	B	8.4	31	654	1291	829	231	932	485	702	578	358	161	187	92	142	107	71	42	87	73	85	28			
1 FRI. 1.56P 3																																	
2 M-F 1.57P 2																																	
ALICE M-F						38	165	164	A	6.1	30	475	1434	661	153	716	323	453	349	288	225	281	123	171	126	106	95	112	52	325	143		
M-F 10.30A 30 CBS CS						93	93	B	5.6	29	436	1412	665	176	778	319	483	394	332	244	277	106	160	123	133	99	85	40	272	101			
ALL MY CHILDREN						40	194	194	A	8.9	33	692	1334	832	237	921	449	672	563	367	180	192	92	146	120	76	44	121	109	100	38		
M-F 1.00P 60 ABC DD						99	99	B	8.8	33	685	1315	841	238	934	476	697	570	363	166	193	95	145	115	72	46	96	79	92	31			
1.00 - 1.30								A	8.6	32	669	1308	822	231	902	428	651	553	372	180	192	90	146	126	80	43	114	100	100	36			
1.30 - 2.00								A	9.2	33	716	1345	838	239	933	466	688	569	360	178	189	92	145	115	74	41	125	113	98	36			
ANOTHER WORLD						40	206	206	A	5.1	18	397	1234	784	138	852	280	438	399	335	368	242	33	60	53	100	169	42	30	98	38		
M-F 2.00P 60 NBC DD						99	99	B	4.8	18	373	1206	781	179	873	303	467	434	346	346	220	49	66	55	77	140	46	38	67	24			
2.00 - 2.30								A	5.1	18	397	1222	786	138	857	280	442	394	335	375	225	28	54	50	102	159	34	22	106	40			
2.30 - 3.00								A	5.0	17	389	1260	795	144	862	286	445	409	339	368	252	36	61	50	92	180	51	38	95	36			
AS THE WORLD TURNS						40	194	194	A	8.3	29	646	1268	847	162	946	188	406	441	476	435	228	57	83	66	72	141	40	33	54	17		
M-F 2.00P 60 CBS DD						99	99	B	7.7	28	599	1261	846	152	967	210	434	441	474	437	203	40	70	60	72	129	35	28	56	18			
2.00 - 2.30								A	8.2	29	638	1271	853	157	949	184	401	436	479	443	232	59	82	61	69	146	37	30	53	17			
2.30 - 3.00								A	8.4	29	654	1245	835	166	932	185	403	442	469	424	219	52	81	67	74	134	42	37	52	16			
BLOCKBUSTERS						20	138	137	A	3.0	15	233	1584	862	141	935	249	372	377	296	485	532	103	198	201	202	304	LT	LT	104	52		
M-F 10.30A 30 NBC QG						77	75	B	2.9	15	226	1436	749	135	856	250	366	340	290	425	434	105	165	188	179	223	42	22	104	53			
CAPTAIN KANGAROO						38	177	177	A	2.7	13	210	1433	420	43	453	238	310	186	148	129	154	58	90	80	85	54	46	LT	780	147		
M-F 8.00A 60 CBS C						98	98	B	2.5	13	195	1434	421	84	440	223	315	239	160	108	153	53	90	86	80	53	47	LT	794	179			
8.00 - 8.30								A	2.4	12	187	1385	407	48	444	214	304	198	161	123	155	52	95	92	103	43	43	LT	743	160			
8.30 - 9.00								A	2.9	14	226	1478	430	44	457	261	315	173	134	133	142	58	80	71	71	53	52	LT	827	137			
CARD SHARKS						40	133	133	A	3.4	14	265	1309	705	192	792	128	278	263	361	469	314	106	110	30	106	186	75	31	128	87		
M-F 12.00N 30 NBC QG						70	70	B	2.9	13	226	1334	774	162	847	199	349	327	352	451	299	67	103	76	131	181	67	34	121	69			
DAYS OF OUR LIVES						40	207	207	A	5.8	21	451	1350	860	137	914	289	445	360	334	432	333	35	92	76	138	233	41	13	62	20		
M-F 1.00P 60 NBC DD						99	99	B	5.3	20	412	1316	877	145	950	325	486	401	342	424	271	50	77	68	101	178	43	26	52	19			
1.00 - 1.30								A	5.6	21	436	1358	849	137	903	287	446	349	326	430	359	40	102	87	156	243	41	11	55	21			
1.30 - 2.00								A	6.0	22	467	1317	856	128	910	288	445	363	335	427	301	30	76	60	117	220	39	11	67	19			
DOCTORS						40	185	186	A	3.7	15	288	1233	743	143	799	256	388	361	320	359	320	56	95	63	209	215	55	35	59	38		
M-F 12.30P 30 NBC DD						90	90	B	3.5	15	272	1265	794	181	864	287	446	407	336	366	267	63	83	69	141	167	74	54	60	35			
EDGE OF NIGHT						36	151	152	A	5.1	15	397	1378	670	276	806	331	504	451	347	231	322	141	191	134	131	125	121	108	129	59		
M-F 4.00P 30 ABC DD						81	83	B	4.9	16	381	1367	723	257	844	375	562	472	346	212	275	126	162	118	96	105	98	89	150	71			
FAMILY FEUD						40	180	180	A	6.1	25	475	1276	714	201	787	305	445	418	357	246	289	121	162	115	103	120	79	66	121	63		
M-F 12.00N 30 ABC QP						93	93	B	5.9	25	459	1296	717	185	822	353	511	438	351	236	278	117	155	134	100	109	88	70	108	47			
GENERAL HOSPITAL						38	196	196	A	11.4	36	887	1287	731	193	810	414	565	430	303	182	171	74	114	83	68	56	169	142	137	95		
1 M-F 3.00P 60 ABC DD						99	99	B	11.1	37	864	1338	778	194	856	446	621	468	311	179	189	86	114	78	60	70	161	133	132	81			
2 M-TH 3.00P 60																																	
2 FRI. 3.00P 7																																	
& 3.12P 48																																	
3.00 - 3.30																																	
3.30 - 4.00																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25-34			35-64	55+	TOTAL	18-34	MEN 18-25-34			35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																	
GOOD MORNING, AMERICA-730						40	200	200	A	5.2	27	405	1309	742	240	804	239	417	417	443	282	343	74	133	128	148	176	36	LT	126	74		
M-F 7.30A 30 ABC N						99	99	B	4.8	26	373	1363	713	223	768	231	398	400	394	280	408	119	186	171	177	179	69	20	118	70			
GOOD MORNING, AMERICA-830						40	200	200	A	6.3	31	490	1178	738	191	780	216	351	387	419	330	322	66	131	146	149	160	LT	LT	69	27		
M-F 8.30A 30 ABC N						98	98	B	5.6	29	436	1167	727	188	770	223	345	374	365	340	317	78	129	147	150	148	22	LT	58	21			
GUIDING LIGHT						40	196	196	A	8.5	27	661	1371	813	199	934	200	376	396	454	456	244	57	89	78	98	137	95	80	98	49		
M-F 3.00P 60 CBS DD						99	99	B	7.9	27	615	1331	808	164	931	206	400	408	458	443	229	58	93	80	93	123	72	62	99	43			
3.00 - 3.30								A	8.3	28	646	1354	820	201	942	204	374	399	454	463	230	56	77	71	88	132	90	79	92	46			
3.30 - 4.00								A	8.6	26	669	1393	808	200	933	200	380	394	455	453	256	60	100	89	104	138	100	80	104	51			
JEFFERSONS M-F						38	156	157	A	4.8	24	373	1402	659	145	702	293	429	341	277	230	247	88	136	136	124	87	116	43	337	158		
M-F 10.00A 30 CBS CS						90	90	B	4.7	25	366	1367	652	164	728	275	453	389	319	226	250	90	142	125	139	90	89	37	300	114			
LAS VEGAS GAMBIT						20	134	133	A	2.9	14	226	1642	837	129	929	225	368	367	333	478	585	138	222	198	204	329	22	22	106	41		
M-F 10.00A 30 NBC QG						76	75	B	2.7	14	210	1504	736	131	877	224	369	328	328	454	471	113	176	173	185	257	39	23	117	39			
LOVE BOAT DAYTIME						40	192	192	A	5.2	24	405	1306	633	170	694	294	422	373	298	210	244	145	172	97	74	47	161	128	207	90		
M-F 11.00A 60 ABC CS						98	98	B	4.8	24	373	1330	677	181	749	374	511	408	279	189	247	141	170	103	78	59	143	112	191	79			
11.00 - 11.30								A	4.7	23	366	1279	625	167	688	281	407	369	308	210	218	128	156	93	71	38	157	126	216	88			
11.30 - 12.00								A	5.6	25	436	1326	643	174	700	305	436	376	291	211	262	160	188	99	74	51	160	128	204	92			
MORNING-CHARLES KURALT						40	183	183	A	2.9	16	226	1310	624	160	677	133	247	292	358	332	429	66	146	154	266	222	62	31	142	49		
M-F 7.15A 45 CBS N						98	98	B	2.8	16	218	1351	629	204	684	187	306	308	328	303	483	125	228	196	268	201	37	LT	147	60			
7.30 - 8.00								A	2.8	15	218	1404	661	165	730	142	257	312	376	363	451	79	152	157	275	225	72	41	151	56			
NEWSBREAK-11.57						40	165	164	A	6.3	28	490	1418	723	149	817	251	394	357	352	349	349	126	175	133	135	153	44	30	208	62		
M-F 11.57A 2 CBS N						90	90	B	5.9	28	459	1376	749	172	868	272	439	389	356	362	320	84	132	113	123	175	39	27	149	39			
NEWSBREAK-3.57						40	176	176	A	7.2	22	560	1389	802	206	940	210	357	373	430	464	267	72	100	95	95	136	91	77	91	45		
M-F 3.57P 2 CBS N						93	93	B	6.5	21	506	1363	807	164	945	233	409	410	447	428	236	64	101	93	97	116	78	67	104	49			
ONE DAY AT A TIME-M-F						38	124	124	A	4.6	14	358	1425	716	159	774	242	410	387	372	282	300	93	123	87	114	154	195	126	156	98		
M-F 4.00P 30 CBS CS						72	72	B	4.3	14	335	1457	717	168	813	266	428	366	408	318	263	83	115	106	96	125	164	113	217	126			
ONE LIFE TO LIVE						38	194	194	A	9.0	32	700	1269	808	227	889	451	633	508	348	176	164	59	108	88	69	56	118	105	98	49		
M-F 2.00P 60 ABC DD						99	99	B	9.0	33	700	1250	827	206	905	481	665	525	331	170	171	76	105	76	53	64	93	83	81	32			
2.00 - 2.30								A	8.7	31	677	1257	803	230	890	458	647	513	345	168	162	58	111	91	71	51	107	96	98	45			
2.30 - 3.00								A	9.4	33	731	1250	800	222	875	439	611	493	346	181	157	57	101	84	65	56	123	109	95	48			
PASSWORD PLUS						39	178	178	A	4.5	20	350	1154	619	145	702	137	273	251	322	377	337	75	123	120	128	191	66	32	49	38		
M-F 11.30A 30 NBC QG						90	90	B	4.0	19	311	1168	705	123	769	172	311	306	347	390	309	79	109	129	123	159	46	20	44	18			
PRICE IS RIGHT 1						40	190	190	A	6.3	30	490	1422	729	130	819	266	407	354	334	347	312	101	151	128	130	137	40	22	251	86		
M-F 11.00A 30 CBS AP						94	94	B	5.8	30	451	1389	745	175	860	287	453	391	364	348	320	82	136	114	129	168	32	20	177	52			
PRICE IS RIGHT 2						40	189	189	A	7.1	32	552	1444	749	130	836	252	393	346	353	374	356	120	171	131	142	162	42	29	210	67		
M-F 11.30A 30 CBS AP						94	94	B	6.5	32	506	1399	772	169	884	279	448	390	369	372	328	81	131	108	128	184	36	24	151	44			
RYAN'S HOPE						40	185	185	A	6.2	25	482	1270	789	216	876	385	588	520	370	197	203	93	138	112	72	58	81	68	110	40		
M-F 12.30P 30 ABC DD						96	96	B	6.3	26	490	1302	792	228	887	434	628	526	354	174	230	103	152	132	85	66	76	63	109	26			
SEARCH FOR TOMORROW						40	187	187	A	6.4	26	498	1305	764	180	891	247	403	426	398	405	304	69	120	100	125	162	23	16	87	26		
M-F 12.30P 30 CBS DD						96	96	B	6.1	26	475	1271	764	167	893	252	417	413	375	405	272	50	89	81	112	165	30	23	76	20			
SPECIAL TREAT(S)						187			A	7.7	19	599	1392	542	145	597	192	294	327	326	238	335	82	124	92	110	196	147	88	313	204		
1 TUE. 4.00P 60 NBC FV						95																											
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK # DAY		START TIME		DUR		NET TYPE		PROG.		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																						MEN					TEENS (12-17)		CHILDREN (2-11)												
																						18- 34 49 54 64 55+					TOTAL FEM.		TOTAL 6-11												
WEEKDAY DAYTIME CONT'D																																									
SPECIAL TREAT(S)-CONT'D																																									
4.00 - 4.30														A		6.9 18		537		1356		547 106v		588 161^		287^336^		327^240^		319^ 92v		117^ 68v		67v202^		104v104v		345^ 221^			
4.30 - 5.00														A		8.5 20		661		1405		533 173^		601 216^		296^316^		320^238^		343^ 71v		126^107^		143^192^		176^ 74v		285^ 189^			
TEXAS																																									
M-F 3.00P 60 NBC DD 40 200 199														A		4.6 15		358		1344		810 156^		869 277		461 434		383 354		277 54^		81^ 51^		91^187		72^ 53^		126^ 81^			
3.00 - 3.30														B		4.4 15		342		1254		774 186		852 269		446 419		372 341		244 71		89 67		81 143		59 49		99 56			
3.30 - 4.00														A		4.5 15		350		1314		814 154^		861 284		469 432		373 346		265 49^		76^ 51^		93^180		62^ 45^		126^ 77^			
														A		4.7 14		366		1350		798 156^		869 267		448 429		386 360		276 49^		77^ 48^		91^190		76^ 60^		129^ 87^			
TODAY SHOW-7.30AM																																									
M-F 7.30A 30 NBC N 40 214 214														A		4.9 26		381		1375		754 108^		791 161		318 276		380 436		527 94^		173 186		224 312		33v LT		24v 16v			
														B		5.0 27		389		1345		746 130		787 169		315 274		357 432		496 90		174 163		232 296		25 LT		37 25			
TODAY SHOW-8.30AM																																									
M-F 8.30A 30 NBC N 40 212 211														A		5.6 27		436		1280		720 125^		757 116^		255 249		380 441		482 85^		166 164		214 291		11v LT		30v 19v			
														B		5.7 30		443		1295		762 143		799 150		295 271		377 452		449 69		142 139		199 279		11 LT		36 22			
WHEEL OF FORTUNE																																									
M-F 11.00A 30 NBC QG 40 179 180														A		4.5 22		350		1211		691 120^		757 156^		334 326		353 372		343 62^		106^123^		147^209		40v 26v		71^ 31v			
														B		3.9 20		303		1179		723 107		779 215		348 352		333 362		302 71		103 129		126 159		29 LT		69 20			
YOUNG AND THE RESTLESS																																									
1 M-F 1.00P 60 CBS DD 40 197 197														A		7.7 30		599		1242		791 125		895 269		449 423		439 382		183 60^		79^ 49^		73^102		47^ 33^		117 37^			
2 M-TH 1.00P 60														B		7.4 30		576		1233		806 140		927 302		485 437		403 377		170 50		69 51		53 100		38 28		98 20			
2 FRI. 1.00P 29																																									
& 1.34P 26																																									
1.00 - 1.30														A		7.6 30		591		1220		768 123		874 274		453 421		429 361		181 61^		83^ 51^		76^ 97^		45^ 33^		120 36^			
1.30 - 2.00														A		7.8 30		607		1260		815 122		915 263		444 424		451 404		187 58^		78^ 46^		71^109		43^ 29^		115 39^			
WEEKEND DAYTIME																																									
AFTERNOON PLAYHOUSE(S)																																									
1 SUN. 5.00P 60 CBS CL 149 83														A		4.6 9		358		1754		654^221^		685 137v		325^354^		386^264^		650^198^		443^363^		351^207^		184^ 86v		235^ 131v			
5.00 - 5.30														A		4.1 8		319		1843		605^179v		636^125v		295^325^		364^241^		675^210^		461^372^		356^214^		190^ 87v		342^ 147v			
5.30 - 6.00														A		5.0 9		389		1694		702 257^		728 147v		352^383^		405^281^		637 190^		434^359^		354^203^		182^ 87v		147v 116v			
ALL NEW POPEYE HOUR 1																																									
SAT. 10.30A 30 CBS CA 10 188 188														A		8.4 30		654		1567		206 63^		290 157^		229 147^		111^ 45v		368 230		275 166^		100^ 85^		159^105^		750 313			
														B		7.4 29		576		1696		338 139		398 230		293 180		144 76		346 226		272 157		98 63		218 118		734 345			
ALL NEW POPEYE HOUR 2																																									
SAT. 11.00A 30 CBS CA 10 188 188														A		7.9 29		615		1795		260 146^		362 170^		248 169^		146^ 93^		384 241		302 158^		118^ 75^		263 155^		786 351			
														B		6.8 27		529		1681		338 159		411 252		301 171		118 80		309 181		240 143		108 62		257 138		704 353			
ANIMALS, ANIMALS, ANIMALS																																									
SUN. 11.30A 30 ABC CL 7 130 130														A		3.0 11		233		1425		386^ 86v		386^197^		248^214^		51v138^		433^235^		292^237^		57v141^		82v 39v		524 343^			
														B		2.5 10		195		1273		366 98		373 152		231 212		162 126		353 126		208 189		135 132		102 81		445 297			
ASK NBC NEWS-8:58AM																																									
SAT. 8.58A 2 NBC CN 10 195 194														A		4.4 23		342		1585		159^ 39v		159^ 76v		108^142^		83v LT		218^100^		124^ 82v		24v 94^		74v 29v		1134 542			
														B		4.1 23		319		1724		213 60		214 91		147 141		100 40		159 81		114 70		57 40		105 28		1246 744			
ASK NBC NEWS-10:58AM																																									
SAT. 10.58A 2 NBC CN 10 199 200														A		6.3 23		490		1343		263 119^		290 177^		197^165^		51v 81^		183^ 85^		134^ 94^		88^ 49v		233^ 96^		637 347			
														B		5.5 22		428		1683		288 125		310 177		222 132		86 72		276 173		214 114		81 54		278 118		819 513			
ASK NBC NEWS-11:58AM																																									
SAT. 11.58A 2 NBC CN 10 198 195														A		5.7 20		443		1325		239^ 43v		282 131^		142^110^		52v115^		207^118^		134^ 36v		65v 73^		144^ 27v		692 381			
														B		5.8 23		451		1488		240 67		270 116		152 130		84 91		287 164		209 106		103 65		193 82		738 444			
ASK NBC NEWS-9:58AM																																									
SAT. 9.58A 2 NBC CN 9 207 206														A		5.0 20		389		1473		181^ 57v		209^150^		168^105^		59v 26v		44v 20v		20v 20v		LT 24v		194^ 61v		1026 589			
														B		5.1 21		397		1626		205 101		212 125		155 117		66 36		99 65		80 55		28 18		174 62		1141 715			
BATMAN & SUPER I																																									
SAT. 11.00A 30 NBC CA 9 198 195														A		6.5 24		506		1399		255 111^		286 187^		201^135^		38v 72^		251 127^		186^ 93^		108^ 65^		192^ 61^		670 409			
														B		5.5 22		428		1572		223 80		273 165		181 102		47 80		289 183		228 101		91 56		224 109		786 498			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49 25-54 35-64			55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
DRAWING POWER						6	178	175	A	4.0	13	311	1392	255^206^	293^158^	234^176^	135^	30^	299^179^	235^121^	120^	46^	138^	74^	662	377^							
SAT. 12.30P 30 NBC CL						93	87	B	3.8	13	296	1532	306 143	349 135	242 210	191	84	314 147	249 158	150	43	162	97	707	412								
FACE THE NATION						10	171	154	A	3.3	11	257	1350	554 78^	577 35^	129^199^	308^378^	703 108^	244^312^	397^341^	LT	LT	55^	20^									
SUN. 11.30A 30 CBS CC						97	95	B	3.5	14	272	1290	509 83	551 120	187 183	208 312	612 129	265 309	343 267	31	LT	96	59										
FLINTSTONE'S COMEDY SHW 1						1	206	A	5.0	23	389	1864	311^	311^231^	265^264^	80^	LT	74^	74^	74^	46^	LT	LT	290^	36^	1189	527^						
2 SAT. 9.00A 30 NBC CA						99	99	B	5.0	23	389	1864	311 80	311 231	265 264	80	LT	74 74	74 46	LT	LT	290 36	1189 527										
FLINTSTONE'S COMEDY SHW 2						1	206	A	5.5	22	428	1692	232^	276^221^	252^193^	55^	LT	42^	42^	42^	42^	LT	LT	256^	38^	1118	568						
2 SAT. 9.30A 30 NBC CA						99	99	B	5.5	22	428	1692	232 68	276 221	252 193	55	LT	42 42	42 42	LT	LT	256 38	1118 568										
FLINTSTONE'S COMEDY SHW 3						1	205	A	5.7	22	443	1465	259^	259^208^	239^201^	51^	LT	50^	50^	50^	33^	LT	LT	223^	90^	933	556						
2 SAT. 10.00A 30 NBC CA						99	99	B	5.7	22	443	1465	259 90	259 208	239 201	51	LT	50 50	50 33	LT	LT	223 90	933 556										
FONZ/HAPPY DAYS GANG						3	193	193	A	6.6	31	513	1743	237 74^	253 141^	166^143^	107^	40^	129^	64^	96^	78^	58^	30^	185^	91^	1176	812					
SAT. 9.00A 30 ABC CA						99	99	B	6.9	33	537	1746	242 81	252 156	182 130	87 40	160 59	115 102	96 43	194 91	1140 756												
FRED & BARNEY/SHMOO 1						9	207	A	4.5	21	350	1629	103^	103^	36^	36^	67^	67^	124^	29^	29^	29^	26^	95^	85^	23^	1317	869					
1 SAT. 9.00A 30 NBC CA						99	99	B	4.5	22	350	1768	232 106	237 106	156 143	89 57	94 44	62 40	43 29	179 57	1258 800												
FRED & BARNEY/SHMOO 2						9	207	A	4.7	19	366	1361	93^	93^	30^	30^	63^	63^	68^	LT	LT	LT	LT	68^	120^	63^	1080	675					
1 SAT. 9.30A 30 NBC CA						99	99	B	5.0	22	389	1669	219 94	221 114	157 121	82 45	122 71	93 67	44 22	177 72	1149 719												
FRED & BARNEY/SHMOO 3						9	207	A	4.7	17	366	1262	95^	95^	45^	45^	50^	50^	85^	20^	20^	LT	26^	65^	186^	85^	896	511^					
1 SAT. 10.00A 30 NBC CA						99	99	B	5.1	21	397	1702	248 96	253 139	174 112	72 61	175 102	132 95	69 38	233 84	1041 653												
GODZILLA/DYNOMUTT HOUR I						8	196	A	3.3	27	257	1362	39^	39^	39^	39^	LT	LT	136^	63^	63^	LT	LT	73^	186^	LT	1001	588^					
1 SAT. 8.00A 30 NBC CA						97	97	B	2.8	24	218	1401	174 40	176 71	151 144	90 25	130 56	73 28	64 49	140 17	955 617												
GODZILLA/DYNOMUTT HOUR II						8	195	A	4.8	27	373	1241	28^	28^	28^	28^	LT	LT	206^	63^	111^	89^	48^	95^	183^	54^	824	459^					
1 SAT. 8.30A 30 NBC CA						96	96	B	4.2	25	327	1663	187 55	188 85	145 133	85 30	168 92	125 73	63 37	155 50	1152 741												
GODZILLA/HONG KONG 1						1	194	A	3.1	21	241	1461	382^	382^261^	286^337^	121^	LT	71^	71^	71^	71^	LT	LT	33^	33^	975^	739^						
2 SAT. 8.00A 30 NBC CA						96	96	B	3.1	21	241	1461	382 71	382 261	286 337	121	LT	71 71	71 71	71 71	LT	LT	33 33	975 739									
GODZILLA/HONG KONG 2						1	194	A	4.3	22	335	1973	294^113^	294^154^	212^238^	140^	LT	239^109^	109^	75^	LT	130^	LT	LT	1440 680^								
2 SAT. 8.30A 30 NBC CA						96	96	B	4.3	22	335	1973	294 113	294 154	212 238	140	LT	239 109	109 75	LT	130	LT	LT	1440 680									
GREATEST SUPERFRIENDS-1						4	173	171	A	3.5	18	272	1529	236^132^	309^257^	257^188^	44^	18^	223^102^	110^144^	84^	76^	74^	LT	923 573								
SAT. 8.00A 30 ABC CA						90	89	B	4.2	22	327	1752	296 122	327 235	263 208	89 35	256 138	188 172	85 54	185 55	984 555												
GREATEST SUPERFRIENDS-2						4	173	171	A	5.3	22	412	1512	183^	244^148^	163^121^	91^	25^	105^	64^	76^	76^	36^	17^	163^	79^	1000	595					
SAT. 8.30A 30 ABC CA						90	89	B	5.8	24	451	1587	226 96	253 151	189 152	100 29	165 93	133 114	51 27	200 86	969 564												
HEATHCLIFF & DINGBAT						8	183	182	A	7.1	28	552	1542	160^	228 105^	159^148^	114^	28^	281 154^	236 160^	118^	45^	201^	64^	832 547								
SAT. 11.00A 30 ABC CA						97	97	B	6.8	28	529	1593	232 95	257 120	188 151	121 43	241 139	193 122	84 37	213 94	882 544												
IN THE NEWS- 8.26AM						10	187	187	A	4.6	28	358	1363	213^120^	213^	74^	165^165^	91^	48^	213^	48^	157^157^	109^	56^	91^	44^	846 403						
SAT. 8.26A 3 CBS CN						98	98	B	3.7	26	288	1359	209 59	215 102	149 110	66 54	174 50	116 110	86 50	117 49	853 413												
IN THE NEWS- 8.56AM						10	182	184	A	6.6	32	513	1359	210^131^	261 125^	163^166^	103^	55^	201^107^	140^117^	72^	47^	154^	47^	743 398								
SAT. 8.56A 3 CBS CN						97	97	B	5.6	29	436	1474	257 114	288 163	219 154	96 47	159 67	118 94	73 33	161 82	866 464												
IN THE NEWS- 9.26AM						10	201	200	A	8.6	36	669	1534	259 78^	305 188	208 172^	86^	67^	263 185	213 137^	69^	50^	199 105^	767 345									
SAT. 9.26A 3 CBS CN						99	99	B	7.9	35	615	1620	285 98	321 203	238 156	79 63	236 157	188 116	55 44	242 125	821 411												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS- 9.59AM						10	201	200	A	9.9	38	770	1610	241	81^	348	196	235	163	111^	82^	310	188	252	142^	103^	51^	239	139^	713	336		
SAT. 9.59A						3	CBS	CN	99	99	B	9.3	38	724	1711	338	154	395	238	296	193	133	65	330	207	267	161	99	51	247	127	739	357
IN THE NEWS-11.56AM						10	177	178	A	7.3	26	568	1739	252	119^	308	169^	238	160^	139^	51^	300	204^	256	165^	96^	30^	325	138^	806	429		
SAT. 11.56A						3	CBS	CN	92	92	B	6.3	25	490	1621	336	142	416	240	282	189	128	86	264	159	207	129	87	49	246	124	695	397
IN THE NEWS-12.26PM						10	177	177	A	7.8	27	607	1883	359	132^	410	156^	265	238	202	118^	349	149^	237	181^	149^	91^	368	204	756	448		
SAT. 12.26P						3	CBS	CN	97	97	B	6.9	26	537	1540	366	141	416	202	264	199	159	106	286	125	186	143	121	83	222	131	616	363
IN THE NEWS-12.56PM						10	164	151	A	7.2	23	560	1525	320	109^	346	114^	207^	198^	217	101^	308	166^	215^	145^	116^	93^	266	132^	605	280		
SAT. 12.56P						3	CBS	CN	93	82	B	7.3	25	568	1542	310	120	359	165	227	181	151	98	293	145	204	154	122	80	238	113	652	376
IN THE NEWS- 1.26PM						10	164	149	A	6.6	20	513	1495	444	248	527	239	377	269	256	116^	344	166^	221^	161^	151^	102^	94^	60^	530	254		
SAT. 1.26P						3	CBS	CN	93	81	B	6.8	23	529	1530	419	163	494	213	326	247	202	147	284	121	181	156	133	91	193	112	559	324
IN THE NEWS- 8.26AM-SUN.						10	41	40	A	.9	10	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A						3	CBS	CN	32	32	B	.8	8	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.						10	43	42	A	1.1	8	86	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.56A						3	CBS	CN	36	35	B	1.0	7	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS-10.56AM						10	188	188	A	7.9	28	615	1595	209	67^	282	153^	223	149^	107^	46^	375	223	274	168^	112^	94^	165^	114^	773	319		
SAT. 10.56A						3	CBS	CN	97	97	B	7.0	28	545	1635	339	137	396	227	288	173	143	79	306	185	229	154	98	64	224	123	709	335
IN THE NEWS-11.26AM						10	188	188	A	7.4	27	576	1825	283	157^	386	178^	263	182^	160^	99^	374	243	303	157^	109^	65^	275	146^	790	348		
SAT. 11.26A						3	CBS	CN	97	97	B	6.5	26	506	1692	345	164	416	253	301	178	120	78	308	181	242	139	108	61	263	138	705	370
ISSUES AND ANSWERS						8	183	181	A	3.9	13	303	1442	475	132^	561	166^	325^	251^	277^	220^	571	323^	408	293^	181^	163^	83^	55^	227^	148^		
SUN. 12.00N						30	ABC	CC	98	98	B	3.6	13	280	1329	518	151	551	140	256	206	237	275	570	182	295	293	276	227	77	LT	131	83
JASON OF STAR COMMAND						10	43	42	A	.9	7	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.30A						30	CBS	CL	36	35	B	.9	7	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
JONNY QUEST						9	172	171	A	5.6	20	436	1477	175^	121^	175^	103^	130^	82^	72^	20^	318	269^	293	62^	49^	25^	60^	60^	924	534		
SAT. 12.00N						30	NBC	CA	90	86	B	5.1	19	397	1716	257	113	304	169	194	129	94	68	331	176	255	139	131	65	174	91	907	531
KIDS ARE PEOPLE TOO I						10	118	125	A	3.7	15	288	1503	303^	42^	320^	199^	251^	188^	114^	42^	448	257^	355^	350^	164^	83^	193^	110^	542	362^		
1 SUN. 10.30A						30	ABC	CL	83	83	B	3.1	13	241	1551	375	58	388	184	279	197	183	93	363	168	281	262	165	64	160	89	640	429
2 SUN. 10.30A						36			A	3.5	14	272	1526	301^	55^	308^	191^	246^	192^	117^	32^	441^	264^	352^	350^	155^	78^	207^	121^	570	383^		
10.30 - 11.00																																	
KIDS ARE PEOPLE TOO II						10	118	125	A	3.7	15	288	1528	281^	21^	336^	215^	253^	147^	90^	55^	501	226^	334^	328^	226^	144^	285^	143^	406^	267^		
1 SUN. 11.00A						30	ABC	CL	83	83	B	3.4	14	265	1532	390	55	421	201	288	189	181	114	387	185	286	253	175	81	228	126	496	306
2 SUN. 11.06A						24																											
MEET THE PRESS						10	143	170	A	3.9	14	303	1660	511	204^	567	129^	202^	197^	231^	277^	841	207^	350^	369^	390^	363^	83^	29^	169^	86^		
SUN. 12.00N						30	NBC	CC	90	92	B	3.9	15	303	1420	519	155	595	129	190	151	208	344	677	192	281	277	291	315	36	LT	112	83
MIGHTY MOUSE-HECKL-JECKL						10	187	187	A	3.9	26	303	1323	214^	122^	214^	72^	168^	168^	96^	46^	218^	33^	163^	163^	130^	55^	79^	30^	812	419		
SAT. 8.00A						30	CBS	CA	98	98	B	3.2	24	249	1380	221	67	227	106	150	115	68	63	174	47	121	114	90	48	118	38	861	445
NCAA FOOTBALL PRE GAME						10	215	214	A	6.8	24	529	1382	194^	52^	233	81^	112^	92^	107^	100^	676	242	344	344	280	256	105^	18^	368	203^		
1 SAT. 12.00N						21	ABC	SC	99	99	B	5.9	21	459	1482	289	68	322	123	175	138	127	129	740	298	436	403	294	237	133	39	287	165
2 SAT. 12.00N						27																											
NCAA FOOTBALL GAME						10	215	217	A	13.7	41	1066	1492	282	98^	316	91^	156	146	143	136	827	287	454	414	361	308	132	38^	217	147		
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1980 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	K E Y	AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
																TOTAL	18-34	WOMEN						TOTAL	18-34	MEN						TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,070 25.8		30,190 38.8		{								
	ABC TV	{					THAT'S INCREDIBLE (OP)		NFL MONDAY NIGHT FOOTBALL NEW ENGLAND VS HOUSTON (9:00-12:04AM)(-OP)		{								
	AVERAGE AUDIENCE (Households (000) & %)	{					15,720 20.2		17,270 22.2		{								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					30 18.8		37 22.1		{								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					26,300 33.8		12,990 16.7		{								
	CBS TV	{					CHAMP (OP)		LADIES' MAN		{								
	AVERAGE AUDIENCE (Households (000) & %)	{					15,640 20.1		11,130 14.3		{								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					29 17.9		31 20.8		{								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					21,080 27.1		23,110 29.7		{								
	NBC TV	{					LITTLE HOUSE-PRAIRIE (OP)		NBC MONDAY NIGHT MOVIES ICE CASTLES		{								
	AVERAGE AUDIENCE (Households (000) & %)	{					16,880 21.7		15,170 19.5		{								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					32 19.5		29 19.0		{								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,240 27.3		30,190 38.8		{								
	ABC TV	{					THAT'S INCREDIBLE (OP)		NFL MONDAY NIGHT FOOTBALL OAKLAND VS SEATTLE (9:00-12:19AM)(-OP)		{								
	AVERAGE AUDIENCE (Households (000) & %)	{					16,570 21.3		16,570 21.3		{								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					30 19.5		35 19.2		{								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,090 19.4		13,380 17.2		21,860 28.1		17,270 22.2		17,820 22.9		{		
	CBS TV	{					FLO		LADIES' MAN (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT		{		
	AVERAGE AUDIENCE (Households (000) & %)	{					13,850 17.8		12,370 15.9		18,520 23.8		15,870 20.4		15,170 19.5		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					25 17.4		22 18.3		33 22.6		29 25.0		31 20.7		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					22,330 28.7		23,500 30.2		{								
	NBC TV	{					LITTLE HOUSE-PRAIRIE (OP)		NBC MONDAY NIGHT MOVIES THE DIARY OF ANNE FRANK		{								
	AVERAGE AUDIENCE (Households (000) & %)	{					18,520 23.8		15,720 20.2		{								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					33 21.7		30 22.4		{								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.1	63.5	64.0	65.7	66.2	67.8	69.3	70.7	69.7	69.8	69.2	68.4	67.3	65.7	61.7	59.0	
U.S. TV Households: 77,800,000		WK. 2	65.2	67.6	68.3	69.1	69.7	71.3	72.4	73.1	72.5	72.0	69.7	68.9	66.9	65.1	62.8	59.7	

For explanation of symbols, See page A

EVE. MON. NOV. 17, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.11, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{											

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,800 21.6				18,280 23.5				16,260 20.9			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,930 17.9	17.1*		18.7*	15,480 19.9	19.8*		19.9*	12,450 16.0	16.0*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.6	27 *	17.6	28 *	19.2	30 *	19.8	20.2	26 16.0	26 *	16.2	27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,570 21.3				22,410 28.8							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,850 17.8	17.2*		18.4*	14,630 18.8	16.8*		17.6*		20.0*		20.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.9	27 *	17.5	28 *	30 16.4	25 *	17.2	17.7	27 *	32 *	20.8	35 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,680 25.3				20,310 26.1				16,570 21.3			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						16,340 21.0	20.2*		21.8*	16,490 21.2	20.9*		21.6*	14,080 18.1	18.5*		17.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 19.7	32 *	20.8	33 *	32 20.6	32 *	21.2	21.6	30 18.9	30 *	17.8	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,760 25.4				16,100 20.7		15,560 20.0		15,640 20.1			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						15,560 20.0	19.0*		21.1*	14,630 18.8		14,320 18.4		12,530 16.1	15.9*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 18.6	29 *	19.4	31 *	28 19.1	28	28 18.6	18.5	27 16.1	27 *	16.2	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,490 21.2				18,590 23.9							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,460 17.3	17.4*		17.1*	12,530 16.1	16.0*		15.8*		16.6*		15.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 17.7	26 *	17.2	25 *	26 16.1	24 *	15.8	15.9	28 16.6	28 *	16.2	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,370 24.9				18,210 23.4		16,880 21.7		17,190 22.1			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						15,720 20.2	19.5*		20.8*	16,260 20.9		15,480 19.9		14,470 18.6	18.4*		18.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 19.0	30 *	20.0	31 *	32 20.4	31	31 20.0	19.8	32 18.3	31 *	18.9	33 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.3	62.4	61.6	61.8	63.1	64.5	65.4	66.5	65.8	65.9	66.4	66.1	62.5	61.6	60.7	59.4
		WK. 2	62.8	64.4	64.4	65.2	65.5	66.1	67.1	68.7	66.0	66.1	65.3	65.2	60.6	58.8	58.8	56.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						21,780 28.0				17,890 23.0		17,740 22.8		17,270 22.2			
	ABC TV						WORK & MINDY				BARNEY MILLER		IT'S A LIVING (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)						16,730 21.5	20.3*		22.7*	16,180 20.8		15,480 19.9		12,370 15.9	16.5*		15.4*
	SHARE OF AUDIENCE %						33	31 *		35 *	32		31		27	26 *		28 *
W E E K 2	AVG. AUD. BY ¼ HR.						18.8	21.7	22.8	22.6	20.6	21.1	20.0	19.7	17.4	15.7	16.0	14.7
	TOTAL AUDIENCE (Households (000) & %)						27,070 34.8										15,090 19.4	
	CBS TV						ROCKY (R)(OP)										M*A*S*H(B) (R)	
	AVERAGE AUDIENCE (Households (000) & %)						14,700 18.9	16.6*		17.7*		19.1*		19.4*		21.8*	16.5	12,840
W E E K 1	SHARE OF AUDIENCE %						29	26 *		27 *		29 *		30 *		35 *	30	
	AVG. AUD. BY ¼ HR.						16.5	16.6	17.4	18.1	19.1	19.2	19.4	19.3	22.0	21.7	16.6	16.5
	TOTAL AUDIENCE (Households (000) & %)						22,720 29.2										18,830 24.2	
	NBC TV						NBC THURSDAY NIGHT MOVIES THE GODFATHER SAGA, PART 1(R)										GEORGE BURNS IN NASHVILLE	
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						14,240 18.3	18.8*		17.7*		17.9*		18.7*	13,770 17.7	17.4*		18.0*
	SHARE OF AUDIENCE %						28	29 *		27 *		28 *		29 *	30	28 *		32 *
	AVG. AUD. BY ¼ HR.						19.2	18.5	18.0	17.4	17.8	18.0	18.0	19.4	17.1	17.7	18.1	17.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,630 18.8			25,750 33.1								
	ABC TV						WORK & MINDY (OP)				ABC NFL FOOTBALL SPECIAL SAN DIEGO VS MIAMI (8:30-11:27PM) (OP) (SUS-TAINING: 11:27-11:55PM)							
	AVERAGE AUDIENCE (Households (000) & %)						12,370 15.9		13,230 17.0	14.3*		15.8*		16.9*		18.4*		18.2*
	SHARE OF AUDIENCE %						25		27	22 *		24 *		25 *		28 *		29 *
W E E K 2	AVG. AUD. BY ¼ HR.						15.7	16.0	14.3	14.4	15.3	16.3	16.5	17.3	18.2	18.6	18.3	18.1
	TOTAL AUDIENCE (Households (000) & %)						19,760 25.4				21,550 27.7				16,800 21.6			
	CBS TV						WALTONS (OP)				KENNY ROGERS' AMERICA		KNOTS LANDING					
	AVERAGE AUDIENCE (Households (000) & %)						15,330 19.7	18.2*		21.2*	16,800 21.6	21.7*		21.6*	13,380 17.2	17.1*		17.3*
W E E K 2	SHARE OF AUDIENCE %						30	28 *		32 *	33	33 *		33 *	28	27 *		29 *
	AVG. AUD. BY ¼ HR.						17.8	18.5	20.7	21.7	21.4	22.0	21.9	21.2	17.1	17.2	17.3	17.3
	TOTAL AUDIENCE (Households (000) & %)						17,270 22.2		16,960 21.8		24,040 30.9							
	NBC TV						DAFFY-THANKS FOR GIVING		BERENSTAIN BEARS BIG PAW (OP)		NBC THURSDAY NIGHT MOVIES SKYWARD (9:00-10:55PM) (SUS-OP)							
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						14,390 18.5		15,090 19.4		17,120 22.0	20.0*		21.9*		22.8*		23.8*
	SHARE OF AUDIENCE %						29		30		34	30 *		33 *		36 *		39 *
	AVG. AUD. BY ¼ HR.						18.6	18.3	19.6	19.2	19.1	20.8	21.6	22.2	22.9	22.8	23.6	24.0
TV HOUSEHOLDS USING TV		WK. 1	60.9	62.4	62.5	63.9	64.3	65.1	65.5	65.5	64.6	65.3	64.2	64.6	63.1	62.1	57.1	54.3
(See Def. 1)		WK. 2	60.1	61.8	62.5	63.5	64.1	64.8	65.5	65.9	65.2	66.1	66.2	66.3	63.5	62.8	61.5	59.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,180 20.8		14,780 19.0		18,830 24.2								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)						ABC FRIDAY NIGHT MOVIE CALIFORNIA SUITE				
	AVERAGE AUDIENCE (Households (000) & %)					14,240 18.3		13,070 16.8		10,970 14.1	16.0*		15.6*		13.3*		11.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.5	19.1	27 16.8	16.8	22 16.0	25 * 16.1		24 * 15.0		20 * 14.1	12.6	11.9 11.0	
E K 2	TOTAL AUDIENCE (Households (000) & %)					19,060 24.5				25,990 33.4				30,420 39.1				
	CBS TV							INCREDIBLE HULK (OP)				DUKES OF HAZZARD					DALLAS	
	AVERAGE AUDIENCE (Households (000) & %)					15,170 19.5	17.8*		21.2*	22,640 29.1	27.6*		30.6*	27,700 35.6	35.6*		35.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 17.2	29 * 18.3		34 * 20.7	45 26.4	43 * 28.9		47 * 31.1	56 34.8	55 * 36.4		56 * 35.0	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,000 18.0				15,790 20.3								
	NBC TV							SIEGFRIED & ROY (OP)						NBC FRIDAY NIGHT MOVIE THE GODFATHER SAGA, PART 2(R)				
	AVERAGE AUDIENCE (Households (000) & %)					10,430 13.4	13.0*		13.8*	10,970 14.1	14.0*		14.6*		13.8*		13.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.2	21 * 12.8		22 * 13.6	22 13.8	22 * 14.1		22 * 14.4		21 * 14.0	13.6	13.7 14.0	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,800 21.6		16,100 20.7		16,490 21.2								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)						ABC FRIDAY NIGHT MOVIE CONVOY				
	AVERAGE AUDIENCE (Households (000) & %)					14,700 18.9		14,470 18.6		9,260 11.9	13.6*		13.8*		10.7*		9.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 18.1	19.6	29 18.4	18.7	18 13.3	21 * 14.0		20 * 13.6		15 * 11.1	10.2	9.7 9.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					20,150 25.9				30,260 38.9				44,890 57.7				
	CBS TV							INCREDIBLE HULK (OP)				DUKES OF HAZZARD					DALLAS	
	AVERAGE AUDIENCE (Households (000) & %)					15,720 20.2	18.6*		21.9*	24,900 32.0	29.5*		34.5*	41,470 53.3	52.7*		53.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 18.0	30 * 19.2		34 * 21.3	48 28.9	46 * 30.2		51 * 32.0	76 36.9	75 * 51.7	53.8	54.6 53.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,430 22.4								5,130 6.6				
	NBC TV									DAREDEVILS (OP)							NBC MAGAZINE	
	AVERAGE AUDIENCE (Households (000) & %)					10,190 13.1	12.8*		13.6*		13.3*		12.8*	3,580 4.6	4.7*		4.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 13.0	21 * 12.6		21 * 13.7		21 * 13.4		19 * 13.2	7 12.4	7 * 4.8	4.6	4.6 4.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.8	57.0	57.6	58.8	60.0	61.3	61.1	62.2	63.2	64.5	65.0	65.1	65.0	65.0	64.1	62.5
		WK. 2	57.5	58.5	58.8	60.0	60.7	61.5	63.1	64.4	63.8	65.0	66.3	68.9	70.1	70.2	70.0	68.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						29,800 38.3	LOVE BOAT (OP)						19,760 25.4	FANTASY ISLAND		
	AVERAGE AUDIENCE (Households (000) & %)						21,160 27.2	23.4*	27.8*	29.2*	28.3*	21.3	21.5*	21.0*			
	SHARE OF AUDIENCE %						45	40 *	46 *	48 *	46 *	37	37 *	37 *			
	AVG. AUD. BY ¼ HR. %						21.8	25.0	27.4	28.2	29.4	29.0	28.9	27.6	21.6	21.4	20.6
K 2	TOTAL AUDIENCE (Households (000) & %)						13,620 17.5	WKRP IN CINCINNATI		TIM CONWAY SHOW (OP)		CBS SATURDAY NIGHT MOVIE HIGH NOON, PART 2: THE RETURN OF WILL KANE					
	AVERAGE AUDIENCE (Households (000) & %)						11,670 15.0			10,040 12.9		10,580 13.6		12.7*	12.9*		14.5*
	SHARE OF AUDIENCE %						26	21		23		21 *		21 *	25 *		25 *
	AVG. AUD. BY ¼ HR. %						15.5	14.5	12.9	13.0	12.4	13.0	12.9	13.0	14.5	14.4	14.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,910 16.6	GAMES PEOPLE PLAY (OP)			NBC SATURDAY NIGHT MOVIES THE GODFATHER SAGA, PART 3(R)						
	AVERAGE AUDIENCE (Households (000) & %)						8,640 11.1	10.4*		11.7*	11,280 14.5		12.5*	13.8*		15.2*	16.5*
	SHARE OF AUDIENCE %						19	18 *		19 *	24		20 *	23 *		26 *	29 *
	AVG. AUD. BY ¼ HR. %						10.4	10.5	11.4	11.9	12.0	13.1	13.8	13.9	14.9	15.5	16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						26,220 33.7	FANTASY ISLAND (8:00-8:30PM) (10:00-11:00PM)		24,510 31.5		LOVE BOAT (OP)		FANTASY ISLAND (8:00-8:30PM) (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)						16,490 21.2	16.1*		25.0	23.1*	25.4*		26.5*		24.2*	23.3*
	SHARE OF AUDIENCE %						36	27 *		39	37 *	40 *		41 *		40 *	40 *
	AVG. AUD. BY ¼ HR. %						15.6	16.7	22.2	24.0	25.1	25.7	26.4	26.7	24.5	23.9	23.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,720 20.2	WKRP IN CINCINNATI		18,830 24.2		CBS SATURDAY NIGHT MOVIE SAME TIME, NEXT YEAR (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						13,930 17.9			12,060 15.5		14.9*		15.3*		16.2*	16.2*
	SHARE OF AUDIENCE %						30	25		24 *		23 *		24 *		27 *	28 *
	AVG. AUD. BY ¼ HR. %						17.2	18.5	15.0	15.1	14.9	14.8	15.2	15.4	16.4	15.9	16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,210 23.4	NBC SATURDAY NIGHT MOVIES THE CAR (OP)						13,770 17.7			
	AVERAGE AUDIENCE (Households (000) & %)						11,980 15.4	14.3*		15.2*	15.8*		16.4*		11,360 14.6	14.6*	14.7*
	SHARE OF AUDIENCE %						25	24 *		24 *	25 *		25 *		25	24 *	25 *
	AVG. AUD. BY ¼ HR. %						14.0	14.5	15.3	15.0	15.6	16.1	16.7	16.2	14.3	14.9	15.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.8	55.8	56.9	57.4	56.9	58.7	60.0	61.0	61.0	61.2	61.6	60.8	58.4	57.7	57.6
		WK. 2	57.3	59.0	59.1	59.0	58.6	60.4	62.0	63.2	64.1	64.0	65.2	65.0	61.2	60.2	58.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

U.S. TV Households: 77,800,000

EVE.SAT. NOV.22, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.16, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	14,630 18.8				29,180 37.5										13,230 17.0			
	ABC TV		THOSE AMAZING ANIMALS (OP)										ABC SUNDAY NIGHT MOVIE SATURDAY NIGHT FEVER					TOO CLOSE FOR COMFORT SP		
	AVERAGE AUDIENCE (Households (000) & %)	{	11,200 14.4	13.6*		15.3*	20,770 26.7	25.2* 38		26.9* 38 *		27.8* 39 *		27.1* 38 *			26.3* 39 *	12,210 15.7		
	SHARE OF AUDIENCE	%	22	22 *		23 *	38	36 *		38 *		39 *		38 *			39 *	27		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	25,440 32.7				19,370 24.9	17,430 22.4		21,550 27.7				20,850 26.8						
	CBS TV		60 MINUTES										ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)	ALICE		JEFFERSONS		
	AVERAGE AUDIENCE (Households (000) & %)	{	21,160 27.2	26.6*		27.8*	16,650 21.4	16,030 20.6		18,130 23.3	22.9* 32 *		23.8* 34 *	17,120 22.0	21.5* 32 *		22.6* 38 *			
	SHARE OF AUDIENCE	%	42	42 *		42 *	31	29		33	32 *		34 *	35	32 *		38 *			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	16,650 21.4				21,240 27.3													
	NBC TV		DISNEY'S WONDERFUL WORLD OL' YELLER, PART 2(R)										BIG EVENT THE GODFATHER SAGA, PART 4(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	13,230 17.0	15.9*		18.1*	13,150 16.9	15.7* 25		16.5* 23 *		16.8* 24 *		17.3* 24 *		17.3* 26 *	18.1* 31 *			
	SHARE OF AUDIENCE	%	26	25 *		27 *	25	23 *		23 *		24 *		24 *		26 *	31 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	14,940 19.2				19,220 24.7			24,270 31.2										
	ABC TV		THOSE AMAZING ANIMALS										FROM RAQUEL WITH LOVE (OP)		ABC SUNDAY NIGHT MOVIE THE ENFORCER (9:00-10:54PM) (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	11,050 14.2	13.4*		15.1*	13,300 17.1	17.4* 24		16.9* 24 *	18,210 23.4	21.3* 30 *		23.0* 32 *		24.8* 36 *	24.8* 38 *			
	SHARE OF AUDIENCE	%	21	20 *		22 *	24	25 *		24 *	34	30 *		32 *		36 *	38 *			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	28,400 36.5				21,710 27.9	22,100 28.4		21,710 27.9				21,710 27.9		20,690 26.6				
	CBS TV		60 MINUTES										ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)	ALICE		JEFFERSONS		TRAPPER JOHN, M.D.
	AVERAGE AUDIENCE (Households (000) & %)	{	23,180 29.8	28.6*		31.0*	19,220 24.7	19,990 25.7		20,310 26.1	20,310 26.1			16,960 21.8	22.8* 33		20.9* 33 *			
	SHARE OF AUDIENCE	%	45	44 *		46 *	36	36		36	36			33	33 *		33 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	16,180 20.8				23,340 30.0													
	NBC TV		DISNEY'S WONDERFUL WORLD THE MOUSEKETEER REUNION										BIG EVENT ENOLA GAY: THE MEN, THE MISSION, THE BOMB (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	12,060 15.5	15.8*		15.1*	13,850 17.8	17.5* 26		18.1* 25 *		17.8* 25 *		17.6* 24 *		18.0* 26 *	17.8* 28 *			
	SHARE OF AUDIENCE	%	23	24 *		22 *	26	25 *		25 *		25 *		24 *		26 *	28 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.9	64.1	65.9	67.9	68.7	70.0	70.3	70.5	70.3	71.8	71.1	70.8	68.4	65.8	59.9	58.0		
		WK. 2	65.3	66.1	67.0	68.3	68.5	70.0	71.0	71.6	71.7	72.6	72.4	72.2	69.6	68.3	66.7	62.0		

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. NOV.23, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7															
	ABC TV		ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.7															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,690 8.6															
	CBS TV		CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{	6,690 8.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 8.6															
1	TOTAL AUDIENCE (Households (000) & %)	{		3,110 4.0														
	NBC TV		NBC LATE NIGHT MOVIE THE MACKINTOSH MAN (11:30-1:35AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{		1,560 2.0	2.2*		2.1*		2.0*		1.8*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		10 2.4	7* 2.1		9* 2.1		12* 2.0		13* 1.8							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,210 6.7															
	ABC TV		ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,060 6.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.5															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,700 9.9															
	CBS TV		CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{	7,310 9.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 9.4															
2	TOTAL AUDIENCE (Households (000) & %)	{		3,190 4.1														
	NBC TV		NBC LATE NIGHT MOVIE THE DROWNING POOL (11:30-1:36AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{		1,710 2.2	2.4*		2.2*		2.2*		2.1*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		10 2.6	7* 2.1		9* 2.3		12* 2.2		15* 2.1							
TV HOUSEHOLDS USING TV		WK. 1	49.0	42.4	32.9	28.2	23.4	21.0	17.9	16.2	14.4	12.8	11.0	8.5	6.4	5.6	5.1	4.7
(See Def. 1)		WK. 2	51.4	45.1	35.0	29.8	25.5	22.2	19.9	17.7	14.7	12.5	10.9	7.9	6.2	5.3	4.6	3.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,370 6.9				5,840 7.5										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			4,200 5.4				4,900 6.3										
	SHARE OF AUDIENCE %			28				30										
	AVG. AUD. BY ¼ HR. %			5.3 5.4				6.2 6.4										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,270 4.2		3,580 4.6						4,590 5.9		5,910 7.6				
	CBS TV			MORNING-CHARLES KURALT (CO-OP) (PARTICIPATING)		CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F				
	AVERAGE AUDIENCE (Households (000) & %)			2,100 2.7		2,180 2.8		2,510 2.5*		3,810 4.9		5,130 6.6						
	SHARE OF AUDIENCE %			15		14		12 *		15 *		23		31				
	AVG. AUD. BY ¼ HR. %			2.7 2.7		2.4 2.6		2.8 3.3		4.6 5.2		6.3 6.9						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,820 6.2		4,980 6.4						2,720 3.5		2,800 3.6				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS				
	AVERAGE AUDIENCE (Households (000) & %)			3,810 4.9		4,120 5.3						2,330 3.0		2,410 3.1				
	SHARE OF AUDIENCE %			26		25						14		15				
	AVG. AUD. BY ¼ HR. %			4.8 5.0		5.5 5.2				2.9 3.0		3.1 3.2						
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,900 6.3		5,840 7.5												
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
	AVERAGE AUDIENCE (Households (000) & %)			3,970 5.1		4,900 6.3												
	SHARE OF AUDIENCE %			26		31												
	AVG. AUD. BY ¼ HR. %			5.0 5.3		6.1 6.4												
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,500 4.5		3,500 4.5						4,430 5.7		4,900 6.3				
	CBS TV			MORNING-CHARLES KURALT (CO-OP) (PARTICIPATING)		CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F				
	AVERAGE AUDIENCE (Households (000) & %)			2,330 3.0		2,020 2.6		2,410 2.4*		2,720 2.7*		3,660 4.7		4,280 5.5				
	SHARE OF AUDIENCE %			16		13		12 *		13 *		24		28				
	AVG. AUD. BY ¼ HR. %			2.9 3.0		2.3 2.4		2.6 2.9		4.4 5.1		5.3 5.8						
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			4,750 6.1		5,450 7.0						2,650 3.4		2,570 3.3				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS				
	AVERAGE AUDIENCE (Households (000) & %)			3,810 4.9		4,510 5.8						2,180 2.8		2,260 2.9				
	SHARE OF AUDIENCE %			25		29						14		15				
	AVG. AUD. BY ¼ HR. %			4.7 5.1		5.9 5.7				2.9 2.7		2.9 2.9						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.8	12.5	14.8	16.5	18.4	19.6	20.4	21.0	21.3	21.4	21.1	21.1	20.5	20.9	20.8	21.0
		WK. 2	9.8	12.7	15.2	16.6	17.9	19.3	20.3	20.7	20.6	20.5	20.1	19.9	19.5	19.6	19.7	20.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 10-14, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3				{ 5,840 7.5		{ 6,070 7.8		{ 9,100 11.7				{ 9,180 11.8			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2				{ 4,980 6.4		{ 4,980 6.4		{ 7,240 9.3				{ 7,160 9.2			
	SHARE OF AUDIENCE %	24				25 *		26		33 *				32			
W E E K 2	AVG. AUD. BY ¼ HR.	4.7	5.1	5.4	5.8	6.2	6.6	6.2	6.5	8.6	9.4	9.6	9.6	8.8	9.0	9.3	9.8
	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 7.1				{ 6,150 7.9		{ 5,910 7.6		{ 7,860 10.1				{ 7,860 10.1			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,820 6.2				{ 5,450 7.0		{ 4,980 6.4		{ 6,070 7.8				{ 6,380 8.2			
W E E K 1	SHARE OF AUDIENCE %	29				31		26		30 *				28			
	AVG. AUD. BY ¼ HR.	6.1	6.3	6.8	7.1			6.3	6.5	7.5	7.8	7.9	8.0	7.9	8.3	8.4	8.2
	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5				{ 4,050 5.2		{ 2,960 3.8		{ 3,500 4.5				{ 5,370 6.9			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 3,730 4.8				{ 3,660 4.7		{ 2,570 3.3		{ 3,030 3.9				{ 4,120 5.3			
	SHARE OF AUDIENCE %	23				21		13		21 *				18			
	AVG. AUD. BY ¼ HR.	4.6	4.9	4.7	4.7			3.2	3.4	5.8	5.9	6.2	6.2	5.6	5.3	5.1	5.1
	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3				{ 5,450 7.0		{ 5,600 7.2		{ 8,710 11.2				{ 8,950 11.5			
W E E K 1	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1				{ 4,590 5.9		{ 4,670 6.0		{ 6,610 8.5				{ 6,850 8.8			
	SHARE OF AUDIENCE %	24				25 *		25		32				32			
	AVG. AUD. BY ¼ HR.	4.4	4.7	5.3	5.8	5.7	6.0	5.8	6.3	7.9	8.6	8.8	8.9	8.3	8.5	8.9	9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,990 7.7				{ 6,610 8.5		{ 5,840 7.5		{ 7,860 10.1				{ 8,170 10.5			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS >(SUS-OP)				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 6.4				{ 5,680 7.3		{ 5,060 6.5		{ 5,910 7.6				{ 6,460 8.3			
	SHARE OF AUDIENCE %	32				33		27		30 *				30			
W E E K 1	AVG. AUD. BY ¼ HR.	6.3	6.6	7.1	7.5			6.4	6.5	7.5	7.7	7.4	7.8	8.0	8.3	8.4	8.5
	TOTAL AUDIENCE (Households (000) & %)	{ 3,810 4.9				{ 3,970 5.1		{ 3,190 4.1		{ 3,350 4.3				{ 4,980 6.4			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3				{ 3,350 4.3		{ 2,720 3.5		{ 2,720 3.5				{ 3,730 4.8			
W E E K 2	SHARE OF AUDIENCE %	21				19		14		21				17			
	AVG. AUD. BY ¼ HR.	4.2	4.4	4.1	4.4			3.5	3.6	5.3	5.5	5.8	5.9	4.8	4.8	4.9	4.8
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	20.9	21.6	22.5	23.3	25.3	26.2	25.3	25.8	26.8	27.9	28.1	28.4	29.5	29.6	29.9
		WK. 2	20.5	20.9	21.6	23.0	24.5	25.3	24.4	25.4	26.4	26.9	26.5	27.1	27.0	28.0	29.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 17-21, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 10-14, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,130 14.3	GENERAL HOSPITAL (SUS-OP)					4,430 5.7	(S)(OP)					11,510 14.8				
	ABC TV														ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{	9,100 11.7	11.3*	12.0*		3,890 5.0						10,040 12.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	37 11.0	37 *	36 *		15 5.2	4.9					22 12.6				13.2		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,010 10.3	GUIDING LIGHT (OP)					4,590 5.9	ONE DAY AT A TIME-W-F					13,620 17.5				
	CBS TV														CBS EVENING NEWS- CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 8.4	8.2*	8.5*		3,890 5.0						11,830 15.2						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 8.2	27 *	26 *		15 4.6	5.3					26 15.0				15.4		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4	TEXAS					(S)(OP)					11,900 15.3					
	NBC TV													NBC NIGHTLY NEWS					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,730 4.8	4.7*	5.0*							10,810 13.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.7	15 *	15 *							24 13.6				14.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,660 13.7	GENERAL HOSPITAL (SUS-OP)					4,750 6.1	EDGE OF NIGHT					11,510 14.8				
	ABC TV														ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{	8,710 11.2	10.9*	11.5*		4,120 5.3						10,190 13.1						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 10.6	37 *	36 *		16 5.4	5.1					22 12.8				13.4		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,170 10.5	GUIDING LIGHT (OP)					4,050 5.2	ONE DAY AT A TIME-W-F					14,000 18.0				
	CBS TV														CBS EVENING NEWS- CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)	{	6,690 8.6	8.4*	8.7*		3,350 4.3						12,600 16.2						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 8.3	29 *	27 *		13 4.0	4.6					27 16.1				16.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0	TEXAS										12,210 15.7					
	NBC TV													NBC NIGHTLY NEWS					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.4	4.3*	4.5*							11,050 14.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 4.4	15 *	14 *							24 13.9				14.5			
TV HOUSEHOLDS USING TV			WK. 1	30.2	31.8	33.3	34.1	33.3	35.5	37.2	38.8	40.6	43.6	46.1	49.5	53.4	55.8	57.5	59.6
(See Def. 1)			WK. 2	29.2	30.8	32.1	33.1	32.7	34.9	36.7	39.7	42.0	45.1	47.3	50.5	54.6	57.4	58.9	60.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 17-21, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,800 3.6	4,200 5.4	6,070 7.8	7,160 9.2	7,780 10.0	8,090 10.4					
	ABC TV						GREATEST SUPERFRIENDS-1 (OP)	GREATEST SUPERFRIENDS-2 (OP)	FONZ/HAPPY DAYS GANG	RICHIE RICH	SCOOBY & SCRAPPY DOO (OP)	THUNDARR-THE BARBARIAN (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						2,180 2.8	3,580 4.6	5,290 6.8	6,300 8.1	6,690 8.6	7,240 9.3					
	SHARE OF AUDIENCE %						16	19	33	29	29	34					
	AVG. AUD. BY ¼ HR.						2.4 3.1	4.1 5.1	6.1 7.5	8.0 8.1	8.6 8.6	9.2 9.4					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,890 5.0	5,600 7.2	7,240 9.3	8,640 11.1	9,410 12.1	7,310 9.4					
	CBS TV						MIGHTY MOUSE- HECKL-JECKL (OP)	TOM AND JERRY (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						2,960 3.8	4,670 6.0	6,220 8.0	7,310 9.4	8,010 10.3	6,460 8.3					
	SHARE OF AUDIENCE %						28	31	35	37	37	29					
	AVG. AUD. BY ¼ HR.						3.1 4.4	5.5 6.5	7.5 8.4	9.2 9.6	10.0 10.6	8.7 8.0					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,580 4.6	4,430 5.7	4,050 5.2	4,120 5.3	4,120 5.3	5,680 7.3					
	NBC TV						GODZILLA/ DYNOMUTT HOUR 1 (OP)	GODZILLA/ DYNOMUTT HOUR 11 (OP)	FRED & BARNEY/ SHMOO 1 (OP)	FRED & BARNEY/ SHMOO 2 (OP)	FRED & BARNEY/ SHMOO 3 (OP)	DAFFY DUCK SHOW (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						2,570 3.3	3,730 4.8	3,500 4.5	3,660 4.7	3,660 4.7	4,510 5.8					
	SHARE OF AUDIENCE %						27	27	21	19	17	20					
	AVG. AUD. BY ¼ HR.						2.9 3.7	4.9 4.7	4.4 4.6	4.8 4.6	4.5 4.8	5.4 6.2					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,200 5.4	5,450 7.0	5,600 7.2	6,070 7.8	7,000 9.0	6,150 7.9					
	ABC TV						GREATEST SUPERFRIENDS-1 (OP)	GREATEST SUPERFRIENDS-2 (OP)	FONZ/HAPPY DAYS GANG	RICHIE RICH	SCOOBY & SCRAPPY DOO (OP)	THUNDARR-THE BARBARIAN (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						3,270 4.2	4,590 5.9	4,900 6.3	5,060 6.5	5,800 7.2	5,130 6.6					
	SHARE OF AUDIENCE %						21	24	30	24	26	26					
	AVG. AUD. BY ¼ HR.						3.3 5.1	5.9 5.8	5.9 6.8	6.5 6.6	7.2 7.2	6.5 6.7					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						4,120 5.3	5,600 7.2	7,240 9.3	8,710 11.2	8,790 11.3	7,940 10.2					
	CBS TV						MIGHTY MOUSE- HECKL-JECKL (OP)	TOM AND JERRY (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						3,110 4.0	4,510 5.8	6,220 8.0	7,550 9.7	7,620 9.8	6,540 8.4					
	SHARE OF AUDIENCE %						25	28	34	37	37	31					
	AVG. AUD. BY ¼ HR.						3.6 4.4	5.4 6.2	7.4 8.6	9.5 9.8	9.8 9.9	8.9 7.9					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,270 4.2	4,050 5.2	4,510 5.8	4,900 6.3	5,520 7.1	5,910 7.6					
	NBC TV						GODZILLA/HONG KONG 1 (OP)	GODZILLA/HONG KONG 2 (OP)	FLINTSTONE'S COMEDY SHW 1 (OP)	FLINTSTONE'S COMEDY SHW 2 (OP)	FLINTSTONE'S COMEDY SHW 3 (OP)	DAFFY DUCK SHOW (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						2,410 3.1	3,350 4.3	3,890 5.0	4,280 5.5	4,430 5.7	4,820 6.2					
	SHARE OF AUDIENCE %						21	22	23	22	22	23					
	AVG. AUD. BY ¼ HR.						3.0 3.3	4.1 4.5	5.1 5.0	5.5 5.5	5.8 5.6	6.0 6.4					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.3	5.6	7.7	9.3	12.3	15.2	18.2	20.0	21.8	23.8	25.2	25.7	26.7	28.2	28.7
		WK. 2	5.4	6.6	8.4	11.1	14.8	17.7	19.9	21.6	22.7	24.2	25.7	26.1	26.3	26.6	26.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 15, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)		{	7,470 9.6	6,300 8.1		5,990 7.7	19,450 25.0										
ABC TV			HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		(1) (-OP)											
AVERAGE AUDIENCE (Households (000) & %)		{	6,220 8.0	5,130 6.6		5,290 6.8	9,490 12.2										
SHARE OF AUDIENCE %		{	30	26		24	37		10.0*		11.1*		12.0*		13.4*		14.5*
AVG. AUD. BY ¼ HR.		%	8.2	7.8	6.4	6.8	7.6	9.9	10.0	10.4	11.8	11.9	12.1	13.1	13.6	14.2	14.8
TOTAL AUDIENCE (Households (000) & %)		{	7,310 9.4	5,990 7.7		7,390 9.5	6,540 8.4		6,540 8.4		4,360 5.6						
CBS TV			ALL NEW POPEYE HOUR 2 (OP)	DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES						
AVERAGE AUDIENCE (Households (000) & %)		{	5,990 7.7	5,130 6.6		6,300 8.1	5,840 7.5		5,600 7.2		3,350 4.3						
SHARE OF AUDIENCE %		{	27	23		28	24		22		13						
AVG. AUD. BY ¼ HR.		%	7.9	7.5	6.6	6.7	8.1	8.2	7.6	7.4	7.3	7.0	4.9	3.8			
TOTAL AUDIENCE (Households (000) & %)		{	6,220 8.0	5,760 7.4		5,130 6.6	4,510 5.8										
NBC TV			BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)	DRAWING POWER										
AVERAGE AUDIENCE (Households (000) & %)		{	5,130 6.6	4,820 6.2		4,360 5.6	3,420 4.4										
SHARE OF AUDIENCE %		{	24	22		19	14										
AVG. AUD. BY ¼ HR.		%	6.4	6.8	6.4	5.9	5.7	5.6	4.9	4.4							
TOTAL AUDIENCE (Households (000) & %)		{	5,600 7.2	5,060 6.5		7,080 9.1	21,940 28.2										
ABC TV			HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		NCAA FOOTBALL PRE GAME (12:00-12:27PM)											
AVERAGE AUDIENCE (Households (000) & %)		{	4,750 6.1	4,050 5.2		5,290 6.8	11,750 15.1										
SHARE OF AUDIENCE %		{	24	22		24	45		9.9*		12.7*		15.7*		15.6*		16.8*
AVG. AUD. BY ¼ HR.		%	6.3	5.9	5.2	5.3	6.4	7.3	9.1	10.4	11.7	13.7	15.4	16.0	15.3	15.9	17.0
TOTAL AUDIENCE (Households (000) & %)		{	7,860 10.1	7,160 9.2		7,700 9.9	6,920 8.9		6,690 8.6		4,510 5.8						
CBS TV			ALL NEW POPEYE HOUR 2 (OP)	DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES						
AVERAGE AUDIENCE (Households (000) & %)		{	6,220 8.0	6,150 7.9		6,540 8.4	5,760 7.4		5,600 7.2		3,420 4.4						
SHARE OF AUDIENCE %		{	30	29		29	24		22		13						
AVG. AUD. BY ¼ HR.		%	8.2	7.7	7.6	8.1	8.6	8.2	7.1	7.7	7.5	6.9	4.8	4.0			
TOTAL AUDIENCE (Households (000) & %)		{	6,070 7.8	5,450 7.0		5,060 6.5	3,420 4.4										
NBC TV			BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)	DRAWING POWER										
AVERAGE AUDIENCE (Households (000) & %)		{	4,900 6.3	4,510 5.8		4,280 5.5	2,800 3.6										
SHARE OF AUDIENCE %		{	23	21		19	12										
AVG. AUD. BY ¼ HR.		%	6.5	6.2	5.8	5.7	5.5	5.5	3.6	3.5							
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.0	28.2	28.3	28.7	29.3	29.1	31.0	31.9	32.5	33.2	33.3	33.6	33.8	34.2	34.7
		WK. 2	27.2	26.6	26.7	27.9	28.3	28.8	30.1	31.3	31.7	32.6	32.8	33.3	33.1	34.8	35.1

U.S. TV Households: 77,800,000

(1) NCAA FOOTBALL PRE GAME, ABC, (12:00-12:21PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 22, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 15, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		13,230 17.0	{		23,180 29.8											12,910 16.6	
	ABC TV	{		(1) (-OP)	{		NCAA FOOTBALL POST GAME (3:16-3:45PM) (OP)	NCAA FOOTBALL GAME 2 NOTRE DAME VS ALABAMA										NCAA FOOTBALL POST 2	
	AVERAGE AUDIENCE (Households (000) & %)	{		11,750 15.1	{		14,320 18.4	18.1* 47 *	19.1* 48 *	18.0* 43 *	18.9* 43 *	10,890 14.0							
	SHARE OF AUDIENCE %	{		41	{		44	47 *	48 *	43 *	43 *	39 *	28						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		15.4	14.6	15.5	16.4	17.5	18.7	19.2	18.9	17.8	18.3	18.6	19.2	19.8	18.4	14.4	13.7
	CBS TV	{		CBS SPORTS SPECTACULAR												CBS SAT. NEWS-SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{		4,200 5.4												8,870 11.4			
	SHARE OF AUDIENCE %	{		13 12 *												21			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		7,390 9.5												8,560 11.0			
	NBC TV	{		SPORTSWORLD-SAT												NBC NIGHTLY NEWS-SAT.			
	AVERAGE AUDIENCE (Households (000) & %)	{		3,500 4.5												7,080 9.1			
	SHARE OF AUDIENCE %	{		11 10 *												17			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		24,510 31.5												9,800 12.6			
	ABC TV	{		NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (12:27-3:45PM) (SUS-OP)												(2) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{		11,900 15.3												9,960 12.8			
	SHARE OF AUDIENCE %	{		37 49 *												24			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		17.1	18.1	18.7	15.4	15.3	14.7	14.0	14.0	14.2	15.0	16.3	16.7	16.5	16.4	16.2	12.8
	CBS TV	{		CBS SPORTS SPECTACULAR												CBS SAT. NEWS-SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{		5,450 7.0												9,880 12.7			
	SHARE OF AUDIENCE %	{		17 16 *												23			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		7,860 10.1												9,570 12.3			
	NBC TV	{		SPORTSWORLD-SAT												NBC NIGHTLY NEWS-SAT.			
	AVERAGE AUDIENCE (Households (000) & %)	{		3,660 4.7												8,170 10.5			
	SHARE OF AUDIENCE %	{		13 12 *												19			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	37.0	37.8	38.5	39.3	39.8	41.2	40.9	42.3	43.3	44.2	45.8	48.3	51.8	53.1	53.6	55.3	
		WK. 2	36.4	37.2	37.4	36.0	35.5	35.8	37.0	38.2	39.6	41.1	43.3	46.5	50.5	53.0	54.0	55.7	

U.S. TV Households: 77,800,000
(1) NCAA FOOTBALL GAME, ABC, (12:21-3:40PM)

(2) NCAA FOOTBALL POST 2, ABC, (6:49-7:00PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 22, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE	%
-------------------	---

STAKE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.	%

2,490
3.2
KIDS ARE PEOPLE
TOO!

1,950
2.5
11
2.5 2.6

W

F

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE	%
-------------------	---

STATION	DATE	TIME	PROGRAM	SPOTS	PER SPOT	TOTAL	STATION	DATE	TIME	PROGRAM	SPOTS	PER SPOT	TOTAL
WABC-TV	12/1/78	7:00-7:30	NEWS	1	100	100	WABC-TV	12/1/78	7:30-8:00	NEWS	1	100	100
WABC-TV	12/1/78	8:00-8:30	NEWS	1	100	100	WABC-TV	12/1/78	8:30-9:00	NEWS	1	100	100
WABC-TV	12/1/78	9:00-9:30	NEWS	1	100	100	WABC-TV	12/1/78	9:30-10:00	NEWS	1	100	100
WABC-TV	12/1/78	10:00-10:30	NEWS	1	100	100	WABC-TV	12/1/78	10:30-11:00	NEWS	1	100	100
WABC-TV	12/1/78	11:00-11:30	NEWS	1	100	100	WABC-TV	12/1/78	11:30-12:00	NEWS	1	100	100
WABC-TV	12/1/78	12:00-12:30	NEWS	1	100	100	WABC-TV	12/1/78	12:30-1:00	NEWS	1	100	100
WABC-TV	12/1/78	1:00-1:30	NEWS	1	100	100	WABC-TV	12/1/78	1:30-2:00	NEWS	1	100	100
WABC-TV	12/1/78	2:00-2:30	NEWS	1	100	100	WABC-TV	12/1/78	2:30-3:00	NEWS	1	100	100
WABC-TV	12/1/78	3:00-3:30	NEWS	1	100	100	WABC-TV	12/1/78	3:30-4:00	NEWS	1	100	100
WABC-TV	12/1/78	4:00-4:30	NEWS	1	100	100	WABC-TV	12/1/78	4:30-5:00	NEWS	1	100	100
WABC-TV	12/1/78	5:00-5:30	NEWS	1	100	100	WABC-TV	12/1/78	5:30-6:00	NEWS	1	100	100
WABC-TV	12/1/78	6:00-6:30	NEWS	1	100	100	WABC-TV	12/1/78	6:30-7:00	NEWS	1	100	100
WABC-TV	12/1/78	7:00-7:30	NEWS	1	100	100	WABC-TV	12/1/78	7:30-8:00	NEWS	1	100	100
WABC-TV	12/1/78	8:00-8:30	NEWS	1	100	100	WABC-TV	12/1/78	8:30-9:00	NEWS	1	100	100
WABC-TV	12/1/78	9:00-9:30	NEWS	1	100	100	WABC-TV	12/1/78	9:30-10:00	NEWS	1	100	100
WABC-TV	12/1/78	10:00-10:30	NEWS	1	100	100	WABC-TV	12/1/78	10:30-11:00	NEWS	1	100	100
WABC-TV	12/1/78	11:00-11:30	NEWS	1	100	100	WABC-TV	12/1/78	11:30-12:00	NEWS	1	100	100
WABC-TV	12/1/78	12:00-12:30	NEWS	1	100	100	WABC-TV	12/1/78	12:30-1:00	NEWS	1	100	100
WABC-TV	12/1/78	1:00-1:30	NEWS	1	100	100	WABC-TV	12/1/78	1:30-2:00	NEWS	1	100	100
WABC-TV	12/1/78	2:00-2:30	NEWS	1	100	100	WABC-TV	12/1/78	2:30-3:00	NEWS	1	100	100
WABC-TV	12/1/78	3:00-3:30	NEWS	1	100	100	WABC-TV	12/1/78	3:30-4:00	NEWS	1	100	100
WABC-TV	12/1/78	4:00-4:30	NEWS	1	100	100	WABC-TV	12/1/78	4:30-5:00	NEWS	1	100	100
WABC-TV	12/1/78	5:00-5:30	NEWS	1	100	100	WABC-TV	12/1/78	5:30-6:00	NEWS	1	100	100
WABC-TV	12/1/78	6:00-6:30	NEWS	1	100	100	WABC-TV	12/1/78	6:30-7:00	NEWS	1	100	100
WABC-TV	12/1/78	7:00-7:30	NEWS	1	100	100	WABC-TV	12/1/78	7:30-8:00	NEWS	1	100	100
WABC-TV	12/1/78	8:00-8:30	NEWS	1	100	100	WABC-TV	12/1/78	8:30-9:00	NEWS	1	100	100
WABC-TV	12/1/78	9:00-9:30	NEWS	1	100	100	WABC-TV	12/1/78	9:30-10:00	NEWS	1	100	100
WABC-TV	12/1/78												

TOTAL AUDIENCE		{
(Households (000) & %)		
18-34	10.1	{
35-49	10.1	
50-64	10.1	
65+	10.1	
Male	10.1	{
Female	10.1	
White	10.1	
Black	10.1	
Hispanic	10.1	{
Asian	10.1	
Native American	10.1	
Other	10.1	
Urban	10.1	{
Suburban	10.1	
Rural	10.1	
Other	10.1	

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

CHARTER OF AUDIENCE	NO
AVG. AID. RV. 1/2. HB	Q

TOTAL AUDIENCE		{
(Households (000) & %)		
18-34	1,000	{
35-49	1,000	
50-64	1,000	
65+	1,000	
TOTAL		

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

HOUSEHOLDS (000) & %	SHARE OF AUDIENCE
1000000	100%
900000	90%
800000	80%
700000	70%
600000	60%
500000	50%
400000	40%
300000	30%
200000	20%
100000	10%
50000	5%
25000	2.5%
12500	1.25%
6250	0.625%
3125	0.3125%
1562	0.15625%
781	0.078125%
390	0.0390625%
195	0.01953125%
97	0.009765625%
48	0.0048828125%
24	0.00244140625%
12	0.001220703125%
6	0.0006103515625%
3	0.00030517578125%
1	0.000152587890625%

STATION	DATE	TIME	PROGRAM	SPOTS	PERCENT	STATION	DATE	TIME	PROGRAM	SPOTS	PERCENT
WABC-TV	12/1/78	7:00-7:30	NEWS	1	1.0	WABC-TV	12/1/78	7:30-8:00	NEWS	1	1.0
WABC-TV	12/1/78	8:00-8:30	NEWS	1	1.0	WABC-TV	12/1/78	8:30-9:00	NEWS	1	1.0
WABC-TV	12/1/78	9:00-9:30	NEWS	1	1.0	WABC-TV	12/1/78	9:30-10:00	NEWS	1	1.0
WABC-TV	12/1/78	10:00-10:30	NEWS	1	1.0	WABC-TV	12/1/78	10:30-11:00	NEWS	1	1.0
WABC-TV	12/1/78	11:00-11:30	NEWS	1	1.0	WABC-TV	12/1/78	11:30-12:00	NEWS	1	1.0
WABC-TV	12/1/78	12:00-12:30	NEWS	1	1.0	WABC-TV	12/1/78	12:30-1:00	NEWS	1	1.0
WABC-TV	12/1/78	1:00-1:30	NEWS	1	1.0	WABC-TV	12/1/78	1:30-2:00	NEWS	1	1.0
WABC-TV	12/1/78	2:00-2:30	NEWS	1	1.0	WABC-TV	12/1/78	2:30-3:00	NEWS	1	1.0
WABC-TV	12/1/78	3:00-3:30	NEWS	1	1.0	WABC-TV	12/1/78	3:30-4:00	NEWS	1	1.0
WABC-TV	12/1/78	4:00-4:30	NEWS	1	1.0	WABC-TV	12/1/78	4:30-5:00	NEWS	1	1.0
WABC-TV	12/1/78	5:00-5:30	NEWS	1	1.0	WABC-TV	12/1/78	5:30-6:00	NEWS	1	1.0
WABC-TV	12/1/78	6:00-6:30	NEWS	1	1.0	WABC-TV	12/1/78	6:30-7:00	NEWS	1	1.0
WABC-TV	12/1/78	7:00-7:30	NEWS	1	1.0	WABC-TV	12/1/78	7:30-8:00	NEWS	1	1.0
WABC-TV	12/1/78	8:00-8:30	NEWS	1	1.0	WABC-TV	12/1/78	8:30-9:00	NEWS	1	1.0
WABC-TV	12/1/78	9:00-9:30	NEWS	1	1.0	WABC-TV	12/1/78	9:30-10:00	NEWS	1	1.0
WABC-TV	12/1/78	10:00-10:30	NEWS	1	1.0	WABC-TV	12/1/78	10:30-11:00	NEWS	1	1.0
WABC-TV	12/1/78	11:00-11:30	NEWS	1	1.0	WABC-TV	12/1/78	11:30-12:00	NEWS	1	1.0
WABC-TV	12/1/78	12:00-12:30	NEWS	1	1.0	WABC-TV	12/1/78	12:30-1:00	NEWS	1	1.0
WABC-TV	12/1/78	1:00-1:30	NEWS	1	1.0	WABC-TV	12/1/78	1:30-2:00	NEWS	1	1.0
WABC-TV	12/1/78	2:00-2:30	NEWS	1	1.0	WABC-TV	12/1/78	2:30-3:00	NEWS	1	1.0
WABC-TV	12/1/78	3:00-3:30	NEWS	1	1.0	WABC-TV	12/1/78	3:30-4:00	NEWS	1	1.0
WABC-TV	12/1/78	4:00-4:30	NEWS	1	1.0	WABC-TV	12/1/78	4:30-5:00	NEWS	1	1.0
WABC-TV	12/1/78	5:00-5:30	NEWS	1	1.0	WABC-TV	12/1/78	5:30-6:00	NEWS	1	1.0
WABC-TV	12/1/78	6:00-6:30	NEWS	1	1.0	WABC-TV	12/1/78	6:30-7:00	NEWS	1	1.0
WABC-TV	12/1/78	7:00-7:30	NEWS	1	1.0	WABC-TV	12/1/78	7:30-8:00	NEWS	1	1.0
WABC-TV	12/1/78	8:00-8:30	NEWS	1	1.0	WABC-TV	12/1/78	8:30-9:00	NEWS	1	1.0
WABC-TV	12/1/78	9:00-9:30	NEWS	1	1.0	WABC-TV	12/1/78	9:30-10:00	NEWS	1	1.0
WABC-TV	12/1/78	10:00-10:30	NEWS	1	1.0	WABC-TV	12/1/78	10:30-11:00	NEWS	1	1.0
WABC-TV	12/1/78	11:00-11:30	NEWS	1	1.0	WABC-TV	12/1/78	11:30-12:00	NEWS	1	1.0
WABC-TV	12/1/78	12:00-12:30	NEWS	1	1.0	WABC-TV	12/1/78	12:30-1:00	NEWS	1	1.0
WABC-TV	12/1/78	1:00-1:30	NEWS	1	1.0	WABC-TV	12/1/78	1:30-2:00	NEWS	1	1.0
WABC-TV											

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

HOUSEHOLDS (000) & %	SHARE OF AUDIENCE %
1000000	100
900000	90
800000	80
700000	70
600000	60
500000	50
400000	40
300000	30
200000	20
100000	10
50000	5
25000	2.5
12500	1.25
6250	0.625
3125	0.3125
1562	0.1562
781	0.0781
390	0.0390
195	0.0195
97	0.0097
48	0.0048
24	0.0024
12	0.0012
6	0.0006
3	0.0003
1	0.0001

	SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.		%
6-7 P.M.	10.8	19.0
7-7:30 P.M.	10.8	19.0
7:30-8 P.M.	10.8	19.0
8-8:30 P.M.	10.8	19.0
8:30-9 P.M.	10.8	19.0
9-9:30 P.M.	10.8	19.0
9:30-10 P.M.	10.8	19.0
10-10:30 P.M.	10.8	19.0
10:30-11 P.M.	10.8	19.0
11-11:30 P.M.	10.8	19.0
11:30-12 M.	10.8	19.0
12-12:30 M.	10.8	19.0
12:30-1 P.M.	10.8	19.0
1-1:30 P.M.	10.8	19.0
1:30-2 P.M.	10.8	19.0
2-2:30 P.M.	10.8	19.0
2:30-3 P.M.	10.8	19.0
3-3:30 P.M.	10.8	19.0
3:30-4 P.M.	10.8	19.0
4-4:30 P.M.	10.8	19.0
4:30-5 P.M.	10.8	19.0
5-5:30 P.M.	10.8	19.0
5:30-6 P.M.	10.8	19.0
Avg. per week	10.8	19.0
Total	10.8	19.0

TOTAL AUDIENCE		{
(Households (000) & %)		
18-34	1,100	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35-44	1,000	
45-54	1,000	{
55-64	1,000	
65+	1,000	
18-34	1,000	
35-44	1,000	{
45-54	1,000	
55-64	1,000	
65+	1,000	
18-34	1,000	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35-44	1,000	
45-54	1,000	{
55-64	1,000	
65+	1,000	
18-34	1,000	
35-44	1,000	{
45-54	1,000	
55-64	1,000	
65+	1,000	
18-34	1,000	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35-44	1,000	
45-54	1,000	{
55-64	1,000	
65+	1,000	
18-34	1,000	
35-44	1,000	{
45-54	1,000	
55-64	1,000	
65+	1,000	
18-34	1,000	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35-44	1,000	
45-54	1,000	{
55-64	1,000	
65+	1,000	
18-34	1,000	
35-44	1,000	{
45-54	1,000	
55-64	1,000	
65+	1,000	
18-34	1,000	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35-44	1,000	
45-54	1,000	{
55-64	1,000	
65+	1,000	
18-34	1,000	
35-44	1,000	{
45-54	1,000	
55-64	1,000	
65+	1,000	
18-34	1,000	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35-44	1,000	
45-54	1,000	{
55-64	1,000	
65+	1,000	
18-34	1,000	
35-44	1,000	{
45-54	1,000	
55-64	1,000	
65+	1,000	
18-34	1,000	{
35-44	1,000	
45-54	1,000	
55-64	1,000	
65+	1,000	{
18-34	1,000	
35-44	1,000	
45-54	1,000	
55-64	1,000	{
65+	1,000	
18-34	1,000	
35		

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

HOUSEHOLDS (000) & %	SHARE OF AUDIENCE %
1000000	100
900000	90
800000	80
700000	70
600000	60
500000	50
400000	40
300000	30
200000	20
100000	10
50000	5
25000	2.5
12500	1.25
6250	0.625
3125	0.3125
1562	0.1562
781	0.0781
390	0.0390
195	0.0195
97	0.0097
48	0.0048
24	0.0024
12	0.0012
6	0.0006
3	0.0003
1	0.0001

	SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.		%
6-7 P.M.	10.8	19.0
7-7:30 P.M.	10.8	19.0
7:30-8 P.M.	10.8	19.0
8-8:30 P.M.	10.8	19.0
8:30-9 P.M.	10.8	19.0
9-9:30 P.M.	10.8	19.0
9:30-10 P.M.	10.8	19.0
10-10:30 P.M.	10.8	19.0
10:30-11 P.M.	10.8	19.0
11-11:30 P.M.	10.8	19.0
11:30-12 M.	10.8	19.0
12-12:30 A.M.	10.8	19.0
12:30-1 A.M.	10.8	19.0
1-1:30 A.M.	10.8	19.0
1:30-2 A.M.	10.8	19.0
2-2:30 A.M.	10.8	19.0
2:30-3 A.M.	10.8	19.0
3-3:30 A.M.	10.8	19.0
3:30-4 A.M.	10.8	19.0
4-4:30 A.M.	10.8	19.0
4:30-5 A.M.	10.8	19.0
5-5:30 A.M.	10.8	19.0
5:30-6 A.M.	10.8	19.0
Avg. per week	10.8	19.0
Total	10.8	19.0

TV HOUSEHOLDS USING TV	WK. 1	2.6	3.4	4.8	6.0	7.9	10.3	12.4	14.8	17.2	18.8	20.2	20.9	22.2	23.0	23.2	24.3
(See Def. 1)	WK. 2	3.5	4.3	5.4	7.3	9.0	11.1	13.4	15.6	17.1	19.2	20.3	21.4	23.4	24.5	24.9	25.6

U.S. TV Households: 77.800.000

For explanation of symbols, See page A.

DAY SUN. NOV.23, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 16, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,330 3.0		2,570 3.3		3,810 4.9		2,570 3.3										
	ABC TV	KIDS ARE PEOPLE TOO II (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '80										
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,950 2.5		2,020 2.6		2,960 3.8		1,950 2.5										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 10 2.6	2.5	10 2.2	3.0	13 4.0	3.6	7 2.6	2.5									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,190 4.1				9,260 11.9		24,660 31.7								
	CBS TV			FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:02PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{		2,650 3.4				7,310 9.4		12,910 16.6	15.6*		16.6*		17.3*		16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 30 3.2		12 3.6				30 8.7	10.1	38 14.9	43* 16.3		40* 16.7		39* 17.1		35* 15.6	35* 16.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,810 4.9		5,370 6.9		18,830 24.2								
	NBC TV					MEET THE PRESS		NFL '80-NBC		NFL FOOTBALL GM 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:05PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{				2,800 3.6		4,050 5.2		10,430 13.4	10.8*		13.4*		12.9*		13.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 3.5				17 5.0	3.7	17 5.4		30 9.6	29* 12.0		32* 13.2		29* 13.5		29* 13.2	29* 13.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,900 6.3		3,110 4.0		3,810 4.9		3,270 4.2									
	ABC TV	KIDS ARE PEOPLE TOO II (11:00-11:30AM) (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '80										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3		2,570 3.3		3,030 3.9		2,650 3.4										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 20 5.6	5.1	12 3.2	3.4	13 3.8	3.9	10 3.6	3.3									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,800 3.6				7,080 9.1		22,870 29.4								
	CBS TV			FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{		2,490 3.2				5,680 7.3		12,140 15.6	11.8*		15.6*		16.1*		16.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 11 3.2		23 6.7	3.1	23 6.7	7.9	36 10.7	32* 12.9	36 10.7	32* 12.9		38* 15.0		37* 16.2		36* 15.3	36* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,810 4.9		5,130 6.6		26,840 34.5								
	NBC TV					MEET THE PRESS		NFL '80-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:11PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{				3,270 4.2		4,200 5.4		14,860 19.1	13.9*		17.8*		19.8*		19.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 4.0		17 4.3		17 4.9	4.3	17 4.9	5.9	44 12.3	38* 15.5		43* 17.2		45* 18.5		44* 20.1	44* 19.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.4	25.2	26.2	27.8	28.5	29.8	32.5	35.5	37.9	40.5	42.4	43.9	45.2	45.7	45.8	
		WK. 2	25.8	26.1	26.6	27.9	29.5	31.6	33.3	35.0	37.9	40.0	42.0	43.3	44.0	45.5	46.6	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. NOV. 23, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 16, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{															7,160 9.2 ABC WRLD NEWS TONIGHT-SUN
	ABC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															5,910 7.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{															13 7.5 7.8
K 1	TOTAL AUDIENCE (Households (000) & %)		{															5,600 7.2 9,180 11.8 CBS EVENING NEWS- DEAN
	CBS TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															3,580 4.6 4.1* 5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{															9 3.4 4.9 5.2 4.8 8,250 10.6 18 10.2 11.1
K 2	TOTAL AUDIENCE (Households (000) & %)		{															27,700 35.6 16,420
	NBC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															13.8* 29* 33*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{															13.7 13.9 15.4 17.3 14.6 17.4 18.8 19.9 20.7 21.7 23.3 24.4 24.0 23.9 23.4 16.1 9.5 ABC WRLD NEWS TONIGHT-SUN
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{															6,300 8.1 14 7.9 8.3
	ABC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{															
K 2	TOTAL AUDIENCE (Households (000) & %)		{															21,940 28.2 12,060
	CBS TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															16.5* 35* 35*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{															16.5 16.5 16.7 17.3 9.7 11.7 13.3 15.2 15.8 16.2 16.9 17.6 18.2 17.6 18.0 8,950 11.5 9,730 12.5 NBC NIGHTLY NEWS- SUN.
K 2	TOTAL AUDIENCE (Households (000) & %)		{															8,170 10.5 17 10.1 11.0
	NBC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															21.3* 45* 45*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{															20.9 21.6 22.1 21.7 20.7 11.8 11.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.2	48.0	48.6	49.1	47.9	47.5	48.6	50.2	51.3	51.7	53.1	55.3	57.2	58.0	59.7	60.0
		WK. 2	47.3	47.7	48.8	50.5	49.9	49.5	50.0	50.4	51.4	52.7	53.0	55.8	58.4	59.2	60.9	63.3

U.S. TV Households: 77,800,000

(1) NFL FOOTBALL POST-NBC, NBC, (4:21-4:32PM)

For explanation of symbols, See page A.

DAY SUN. NOV. 23, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR			TOTAL AUDIENCE		AVERAGE AUDIENCE			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.04AM	→GRID	30,190	38.8	17,270	22.2	37			30,190	38.8	16,570	21.3		
	2	9.00-12.19AM	→GRID													
		11.00														
		11.15														
		11.30												20.8		
		11.45												19.9		
		11.45												19.5		
		12.00												19.0		
		12.15												19.6		
														15.9		
EVENING THURSDAY																
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.30-11.27PM	→GRID	25,750	33.1	13,230	17.0	27			25,750	33.1	13,230	17.0		
		11.00														
		11.15														
NBC NBC THUR MOVIES-FILL(SUS)	2	11.27-11.51PM	(SUS)	2	10.55-11.00PM	10.45										
EVENING SATURDAY																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	18,440	23.7	18,440	23.7	39	23.7		19,450	25.0	19,450	25.0	38	25.0
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	9,020	11.6	9,020	11.6	19	11.6		10,500	13.5	10,500	13.5	21	13.5
	2	9.06- 9.07PM	9.00													
NBC NBC NEWS UPDATE-SAT.	1	8.58- 8.59PM	8.45	8,640	11.1	8,640	11.1	18	11.1							
EVENING SUNDAY																
ABC ABC NEWSBRIEF-SUN.	1	7.58- 7.59PM	7.45	14,000	18.0	14,000	18.0	27	18.0		10,970	14.1	10,970	14.1	22	14.1
	2	8.58- 8.59PM	8.45													
ABC SUNDAY NIGHT MOVIE FILL(SUS)	2	10.56-10.59PM	10.45								13,540	17.4	13,540	17.4	24	17.4
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	15,480	19.9	15,480	19.9	28	19.9		17,350	22.3	17,350	22.3	31	22.3
NBC NBC NEWS UPDATE SUN.		9.01 9.02PM	9.00	12,140	15.6	12,140	15.6	22	15.6		13,380	17.2	13,380	17.2	24	17.2
EVENING MONDAY-FRIDAY																
ABC ABC NEWSBRIEF-M-F	2	>	8.15	13,850	17.8	13,850	17.8	27	17.8	M-F	14,470	18.6	14,080	18.1	27	15.5
	1	>	8.45													
			9.45													
ABC ABC NEWS NIGHTLINE FRI(SUS)	2	11.30-12.00MD	11.30	8,560	11.0	7,080	9.1	28	9.9	TU TH	6,610	8.5	5,990	7.7	26	9.0
ABC ABC NEWS NIGHTLINE T-TH			11.30													
			11.45													
			12.00													
			12.15													
ABC FRIDAYS	1	11.30-12.41AM	11.30													
			11.45													
			12.00													
			12.15													
			12.30													
ABC CHARLIE'S ANGELS 11.30	1	11.51-12.58AM	11.45	5,760	7.4	3,970	5.1	22	5.4	THU.						
			12.00													
			12.15													
CONT'D																
							5.2*	21*	5.0	THU.						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC CHARLIE'S ANGELS-11.30-CONT'D																			
ABC LOVE BOAT-11.30	2	11.50-12.59AM	12.30						5.1	THU.									
			12.45					4.8	THU.										
			11.45																
			12.00																
			12.15																
ABC TUESDAY MOVIE-WEEK-PART 1	1	11.58- 1.09AM	12.30																
			12.45																
			11.45	5,290	6.8	3,500	4.5	22	5.1	TUE.									
			12.00																
			12.15																
ABC FRIDAYS	2	12.00- 1.10AM	12.30						4.8	TUE.									
			12.45						4.7	TUE.									
			1.00						4.4	TUE.									
			12.00						4.2	TUE.									
			12.15						4.0	TUE.									
ABC LOVE BOAT-11.30	1	12.05- 1.22AM	12.30																
			12.45																
			1.00																
			12.00	5,600	7.2	3,660	4.7	23	5.3	WED.									
			12.15																
ABC ABC NEWS:NIGHTLINE MON	1	12.35-12.58AM	12.30						5.2*	21*	5.0	WED.							
			12.45						4.8	WED.									
			1.00						4.7*	24*	4.6	WED.							
			1.15						4.2	WED.									
			1.30						4.0*	24*	3.6	WED.							
ABC CHARLIE'S ANGELS-11.30	2	12.42- 1.49AM	12.30	5,130	6.6	4,670	6.0	30	6.5	MON.									
			12.45						5.7	MON.									
			1.00																
			1.15																
			1.30																
ABC ABC NEWS:NIGHTLINE MON	2	12.50- 1.12AM	12.30																
			12.45																
			1.00																
			1.15																
			1.30																
ABC POLICE WOMAN-THU.	1	12.58- 1.43AM	12.45																
			1.00	2,960	3.8	2,330	3.0	21	3.6	THU.									
			1.15						3.3	THU.									
			1.30						3.0	THU.									
			1.45						2.7	THU.									
ABC POLICE WOMAN-WED.	2	12.59- 1.48AM	12.30																
			12.45																
			1.00																
			1.15																
			1.30																
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.48- 2.07AM	12.45																
			1.00																
			1.15																
			1.30																
			1.45																
CONT'D	2	1.09- 1.28AM	1.45																
			1.00	2,880	3.7	2,800	3.6	26	3.7	TUE.									
			1.00																
			1.00																
			1.00																
A-41 U.S. TV HOUSEHOLDS: 77,800,000																			
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																			
*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS	%	HOUSEHOLDS	SHARE	%			HOUSEHOLDS	%	SHARE	%				
				(000)	%	(000)	%	%	(000)	%	%	(000)	%					
EVENING MONDAY-FRIDAY-CONT'D																		
ABC TUESDAY MOVIE-WEEK-PART 2-CONT'D																		
	2	1.01- 1.23AM	1.00															
			1.15						3.5	TUE.		3,810	4.9	3,500	4.5	31	4.4	TUE.
	1	1.28- 2.27AM	(SUS)														4.6	TUE.
	2	1.23- 2.03AM	(SUS)															
ABC POLICE WOMAN-WED.																		
	1	1.22- 1.53AM	1.15	2,800	3.6	2,410	3.1	23	3.2	WED.								
			1.30						3.2	WED.								
			1.45						2.8	WED.								
	1	1.53- 2.21AM	(SUS)															
CBS NEWSBREAK-M-F																		
	>		8.45	13,070	16.8	13,070	16.8	25	16.8	M-F		14,240	18.3	14,240	18.3	27	18.3	M-F
CBS LATE MOVIE I																		
	>		11.30	7,390	9.5	4,900	6.3	21	6.9	M-F		7,860	10.1	4,820	6.2	21	7.3	M-F
			11.45				6.8*	19*	6.5	M-F					6.9*	19*	6.6	M-F
			12.00						6.2	M-F							6.2	M-F
			12.15				6.1*	23*	5.9	M-F					6.0*	22*	5.8	M-F
			12.30						5.6	M-F							5.4	M-F
			12.45												4.4*	24*	4.4	M-F
CBS LATE MOVIE II																		
	>		12.30	3,890	5.0	3,350	4.3	25	4.1	M-F		3,970	5.1	3,190	4.1	24	4.0	M-F
			12.45						4.4	M-F							4.3	M-F
			1.00						4.3	M-F							4.2	M-F
			1.15				4.3*	26*	4.1	M-F					4.1*	25*	3.9	M-F
			1.30												4.1	WED.		
		VARIOUS TIMES	(SUS)															
NBC NBC NEWS UPDATE-M-F																		
	>		8.45	14,320	18.4	14,320	18.4	28	18.9	M-F		13,230	17.0	13,230	17.0	25	17.7	M-F
			9.00						16.2	THU.							14.2	TUE.
NBC TONIGHT SHOW																		
		11.30-12.30AM	11.30	9,410	12.1	6,070	7.8	25	9.0	M-F		9,570	12.3	6,150	7.9	25	9.3	M-F
			11.45				8.5*	24*	8.1	M-F					8.9*	25*	8.5	M-F
			12.00						7.7	M-F							7.8	M-F
			12.15				7.0*	26*	6.4	M-F					7.0*	26*	6.2	M-F
NBC MIDNIGHT SPECIAL																		
		12.30- 2.00AM	12.30	5,760	7.4	2,570	3.3	16	3.9	FRI.		5,290	6.8	2,880	3.7	18	4.6	FRI.
			12.45				3.8*	15*	3.7	FRI.					4.4*	17*	4.1	FRI.
			1.00						3.5	FRI.							3.9	FRI.
			1.15				3.2*	15*	3.0	FRI.					3.7*	18*	3.4	FRI.
			1.30						2.7	FRI.							3.0	FRI.
			1.45				2.8*	17*	2.9	FRI.					3.1*	19*	3.2	FRI.
NBC TOMORROW SHOW-1																		
		12.30- 1.00AM	12.30	3,810	4.9	3,190	4.1	22	4.4	M-TH		3,500	4.5	3,030	3.9	21	4.2	M-TH
			12.45						3.8	M-TH							3.7	M-TH
NBC TOMORROW SHOW-2																		
	>		1.00	3,270	4.2	2,180	2.8	21	3.4	M-TH		2,570	3.3	2,020	2.6	20	3.0	M-TH
			1.15				3.2*	22*	3.0	M-TH					2.9*	20*	2.7	M-TH
			1.30						2.5	M-TH							2.3	M-TH
			1.45				2.4*	21*	2.2	M-TH					2.2*	19*	2.1	M-TH
		VARIOUS TIMES	(SUS)															
DAY MONDAY-FRIDAY																		
ABC FYI-12.58(SUS)																		
		12.58-12.59PM	12.45							M-F								M-F
ABC ABC DAYTIME NEWSBRIEF-M-F																		
	1	>	1.45	6,920	8.9	6,610	8.5	30	8.6	M-F		6,690	8.6	6,380	8.2	30	8.2	M-F
	2	1.57- 1.59PM	1.45															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							
ABC SPECIAL REPORT(SUS)	2	3.07- 3.12PM	3.00														M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45														FRI.
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	10,970	14.1	7,240	9.3	25	8.5	WED.							M-F
			4.45						8.8	WED.							
			5.00						9.6	WED.							
			5.15						10.4	WED.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,060	6.5	4,820	6.2	27	6.2	M-F	5,130	6.6	4,980	6.4	28	6.4	M-F
CBS CBS NEWS SPEC. RPT-1.29PM(SUS)	2	1.29- 1.34PM	1.15														FRI.
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,760	7.4	5,520	7.1	21	7.1	M-F	5,910	7.6	5,680	7.3	23	7.3	M-F
NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	9,100	11.7	5,990	7.7	19	6.9	TUE.							
			4.15						6.9	TUE.							
			4.30						8.1	TUE.							
			4.45						8.9	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,800	3.6	2,650	3.4	18	3.4		4,120	5.3	4,050	5.2	24	5.2	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,300	8.1	6,150	7.9	25	7.9		5,680	7.3	5,450	7.0	25	7.0	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	7,310	9.4	7,000	9.0	32	9.0		5,520	7.1	5,210	6.7	26	6.7	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	5,600	7.2	5,060	6.5	25	6.5		4,750	6.1	4,120	5.3	22	5.3	
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.21PM	+GRID 12.15	5,990	7.7	5,290	6.8	24									
ABC NCAA FOOTBALL GAME	1	12.21- 3.16PM	+GRID 3.15	19,450	25.0	9,490	12.2	37	6.8								
									14.8								
ABC NCAA FOOTBALL FILL(SUS)	2	3.42- 3.45PM	3.30														
ABC NCAA FOOTBALL GAME 2	2	3.45- 6.49PM	+GRID 6.45								24,510	31.5	11,900	15.3	37	13.1	
ABC NEWS HALFTIME REPORT(SUS)	2	5.10- 5.15PM	5.00														
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,970	5.1	3,580	4.6	30	4.6		3,810	4.9	3,580	4.6	26	4.6	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,760	7.4	5,370	6.9	35	6.9		4,980	6.4	4,900	6.3	29	6.3	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	7,160	9.2	6,770	8.7	37	8.7		6,920	8.9	6,610	8.5	35	8.5	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	8,090	10.4	7,860	10.1	38	10.0		7,940	10.2	7,550	9.7	37	10.0	
			10.00						10.2							9.6	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,690	8.6	6,300	8.1	28	8.1		6,220	8.0	5,990	7.7	29	7.7	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,150	7.9	5,840	7.5	27	7.5		6,150	7.9	5,680	7.3	27	7.3	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,520	7.1	5,130	6.6	23	6.6		6,380	8.2	6,220	8.0	29	8.0	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	6,460	8.3	5,910	7.6	26	7.6		7,000	9.0	6,150	7.9	27	7.9	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,450	7.0	5,290	6.8	21	6.8		6,070	7.8	5,910	7.6	24	7.6	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,600	7.2	5,130	6.6	20	6.6		5,290	6.8	5,060	6.5	20	6.5	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	3,270	4.2	3,270	4.2	30	4.2		3,030	3.9	2,960	3.8	23	3.8	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,270	4.2	3,110	4.0	21	4.0		3,970	5.1	3,730	4.8	24	4.8	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,580	4.6	3,500	4.5	20	4.5		4,200	5.4	4,120	5.3	23	5.3	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,500	4.5	3,350	4.3	18	4.3		4,590	5.9	4,430	5.7	23	5.7	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,970	5.1	3,730	4.8	17	4.8		4,360	5.6	4,200	5.4	21	5.4	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,670	6.0	4,590	5.9	20	5.9		5,450	7.0	5,210	6.7	25	6.7	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	5,370	6.9	5,290	6.8	24	6.8		5,210	6.7	4,980	6.4	24	6.4	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,590	5.9	4,360	5.6	20	5.6		4,510	5.8	4,430	5.7	20	5.7	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,810	4.9	3,660	4.7	16	4.7		4,120	5.3	3,730	4.8	17	4.8	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.06AM	-GRID 11.00								4,670	6.0	3,660	4.7	19	5.5	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,020	2.6	1,790	2.3	9	2.3		3,730	4.8	3,500	4.5	17	4.5	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,960	3.8	2,490	3.2	12	3.2		2,960	3.8	2,720	3.5	13	3.5	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	930	1.2	700	.9	10	.9		700	.9	700	.9	9	.9	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,170	1.5	1,090	1.4	11	1.4		700	.9	620	.8	5	.8	
CBS CBS NFL FOOTBALL POST(B)	1	4.11- 4.20PM 4.15	4.00 4.15	6,460	8.3	4,670	6.0	13	6.7 5.4								
CBS IN THE NEWS(SUS)	1	5.56- 5.59PM	5.45														
NBC NFL FOOTBALL GM 1-NBC	1	1.00- 4.05PM	-GRID 4.00	18,830	24.2	10,430	13.4	30	13.7								
NBC NFL FOOTBALL POST 2-NBC	1	6.51- 7.00PM	6.45	17,970	23.1	13,770	17.7	31	17.7								